

1938 SHEAFFER CATALOG



SHEAFFER'S

BETTER PERFORMANCE AND GREATER WRITING COMFORT

1938 marks the twenty-fifth anniversary of the W. A. Sheaffer Pen Company. It is not remarkable for a firm to arrive at its twenty-fifth birthday, but it is outstanding when a company achieves, hands-down, leadership in an industry in the United States for more than half the years which measure its existence. This, Sheaffer has done.

This leadership is more than a business achievement. It is an encouraging demonstration of a fact which cannot be emphasized too strongly these days — that the solid virtues of honest goods, honest values, honest dealing, reasonable profit and good wages can, and must always, succeed in this land, and that dealers and public, alike, know those values when they see them.

Sheaffer's sales success cannot be traced to the introduction of gadgets with novelty appeal. Sheaffer has always felt that **WRITING INSTRUMENTS ARE MADE FOR WRITING**. Therefore, any worthwhile improvement **MUST** contribute to better performance and greater writing comfort. Measure Sheaffer's outstanding contributions to the industry against this test, and you will not find them lacking. This ideal of **BASICALLY IMPROVING** writing instruments has resulted in such outstanding improvements as the one-stroke lever-filler, the screw cap, unbreakable radite holders, the streamlined Balance shape, the Lifetime Guarantee, the Feathertouch two-way point of gold and iridium with platinum in the tiny slit, the Dry-Proof desk set, the finest clip design, the Propel-Repel-Expel pencil, the one-stroke Vacuum-filler and now, in 1938, a basic improvement in pencil writing, known as "FINELINE." (See Pages 10 and 11.) . . . Sheaffer's duty is to make writing instruments that are worth owning, to avoid bringing out features merely for the sake of novelty, to sponsor the store policies that really help dealers, and to give full value in each item for the price asked.

The clear conception of this duty has made Sheaffer improvements the leaders in sales-

making effectiveness. In addition, Sheaffer leads in fostering protective policies, merchandising plans and sales-person-training methods that build sales for the dealer and obtain lasting goodwill from the customer. Sheaffer also leads in placing the strongest, full-page, four-color, **SELLING** advertising in the pen industry. Thus Sheaffer leads all other makes in dollar volume, and, therefore, in dealer profit, in the United States.

As you page through this catalog, you will see, over and over, the reasons for Sheaffer leadership. You will see here that Sheaffer never sponsored a gadget — that Sheaffer never has lost sight of the fact that **WRITING** is the only real purpose of a pen or a pencil, and that the most economical buy is the lasting, quality-made article.

Every item in this catalog is a proven sales success. Only in the Sheaffer line will you find identical values in both one-stroke **LEVER** and **VACUUM** types in all price ranges — each type the leader in its field.

For a great many dealers, Sheaffer pens earn more profit per dollar invested and per square foot of floor space than any other merchandise. If they are not doing so for you, and you wish to improve your pen sales and profits, write for the Sheaffer Profit-Winning Plan.

READ THE ENCLOSED BOOKLET, "FOUNTAIN PEN SELLING FACTS," WHICH X-RAYS THE SHEAFFER PEN AGAINST OTHER PENS ON THE MARKET. You will then see why the Lifetime pen, identified by the White Dot, because of its honest value and broad guarantee is, by all odds, the best for the customer to buy, and the best for the dealer to sell; and why the Sheaffer line is the only means by which a store can achieve a commanding position as pen headquarters in any community.

NOTE: This catalog is dated August 1, 1938. All prices and specifications are, for obvious reasons, subject to change without notice.

W. A. SHEAFFER PEN COMPANY

FORT MADISON, IOWA, U. S. A.

NEW YORK

CHICAGO

SAN FRANCISCO

DELUXE AUTOGRAPH LINE

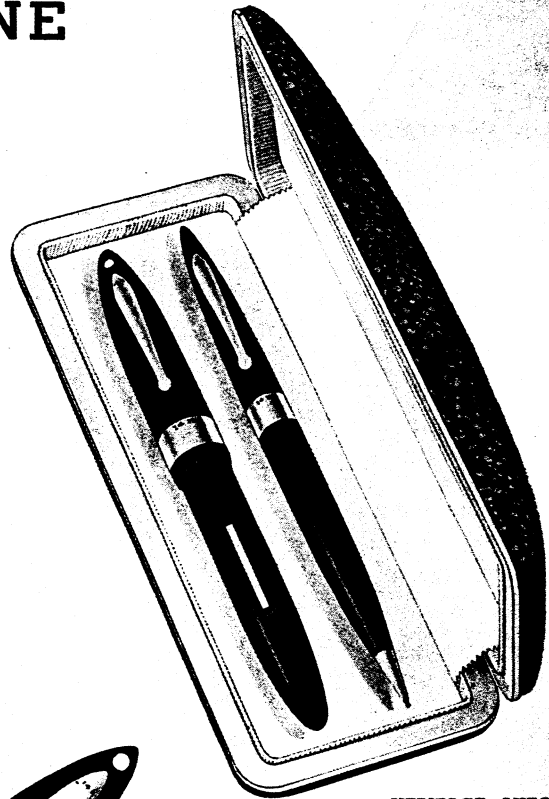
LIFETIME FEATHERTOUCH pens with pencils to match, equipped with wide, genuine 14K gold bands for facsimile signature engraving.

DELUXE AUTOGRAPH pens and pencils rate as fine pieces of jewelry. The owner's signature may be placed on the wide, 14K gold band in facsimile engraving, making the pen a treasured lifetime possession suitable for handing down to the next generation. These are the perfect gifts for those who wish the finest.

The HERITAGE, EXCELLENCE and LADY AUTOGRAPH models have genuine, 14K clips, bands, points and pencil tips. The VICEROY AUTOGRAPH Lifetime has gold-filled clips and pencil tips, but the wide bands and the pen points are genuine 14K gold.

All AUTOGRAPH pens and pencils retail at the prices shown in the table below, but our billing to the dealer is 50c less list, so that Sheaffer may share the cost of facsimile engraving of the owner's signature on the wide gold band (see specimen signature on this page). Example: the HERITAGE AUTOGRAPH Ensemble retails at \$35.00 but is billed to the dealer at \$34.00 less trade discount, 50c list being allowed on both pen and pencil for engraving.

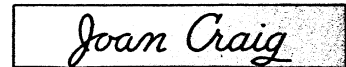
Complete pen and pencil ensembles are packed in deluxe genuine leather cases. Suggest them for weddings, anniversaries, birthdays and "gifts to the boss."



HERITAGE AUTOGRAPH Lifetime Ensemble in genuine leather case.



Specimen
of
Facsimile
Signature
Engraving



HERITAGE AUTOGRAPH LIFETIME						
One-Stroke Vacuum Color	Ensemble Code	Pen Code	Pencil Code	Ensemble Code	Pen Code	Pencil Code
Black	2L97 \$35.00	TAMYO 85W \$20.00	CADAB SLT5 \$15.00	BALNE		
Visulated—(Lever Style) Black	2L91 \$35.00	TALVO 85T \$20.00	BALFA SLT5 \$15.00	BALNE		
EXCELLENCE AUTOGRAPH LIFETIME						
One-Stroke Vacuum Color	Ensemble Code	Pen Code	Pencil Code	Ensemble Code	Pen Code	Pencil Code
Black	2L98 \$35.00	TAMVU 75W \$20.00	CADEB LTC5 \$15.00	BALTO		
Visulated—(Lever Style) Black	2L92 \$35.00	TALVY 75T \$20.00	BALBO LTC5 \$15.00	BALTO		

LADY AUTOGRAPH LIFETIME						
One-Stroke Vacuum Color	Ensemble Code	Pen Code	Pencil Code	Ensemble Code	Pen Code	Pencil Code
Black	2L99 \$30.00	TAMVY 735WS \$18.00	CADIB LVF5 \$12.00	BAPLI		
Visulated—(Lever Style) Black	2L94 \$30.00	KAFUZ 735V \$18.00	KAFYX LVF5 \$12.00	BAPLI		
VICEROY AUTOGRAPH LIFETIME						
One-Stroke Vacuum Color	Ensemble Code	Pen Code	Pencil Code	Ensemble Code	Pen Code	Pencil Code
Black	2L14 \$25.00	BUDFO 76W \$16.50	BUDCA LTC6 \$8.50	BABUB		
Visulated—(Lever Style) Black	2L12 \$25.00	TALSI 76T \$16.50	BABAB LTC6 \$8.50	BABUB		

LIFETIME

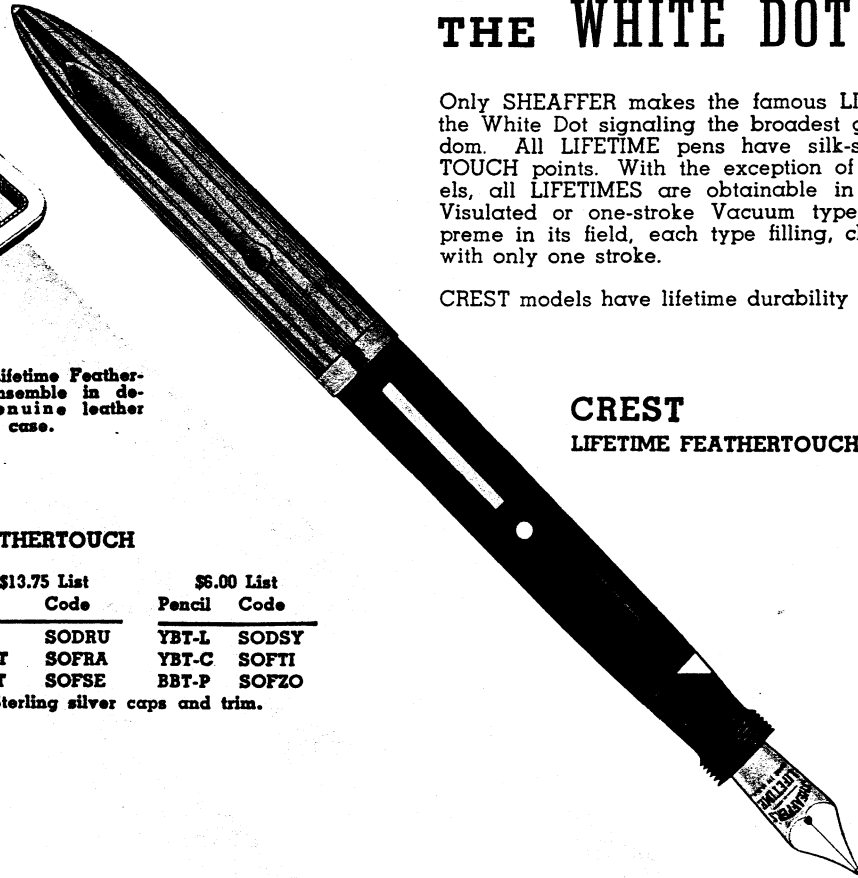
THE WHITE DOT IDENTI

Only SHEAFFER makes the famous LIFETIME pen with the White Dot signaling the broadest guarantee in Pen-dom. All LIFETIME pens have silk-smooth FEATHER-TOUCH points. With the exception of the CREST models, all LIFETIMES are obtainable in either one-stroke Visulated or one-stroke Vacuum types, each type supreme in its field, each type filling, cleaning, emptying with only one stroke.

CREST models have lifetime durability plus the luxurious



CREST Lifetime Feather-touch ensemble in deluxe, genuine leather case.



CREST
LIFETIME FEATHERTOUCH

CREST LIFETIME FEATHERTOUCH

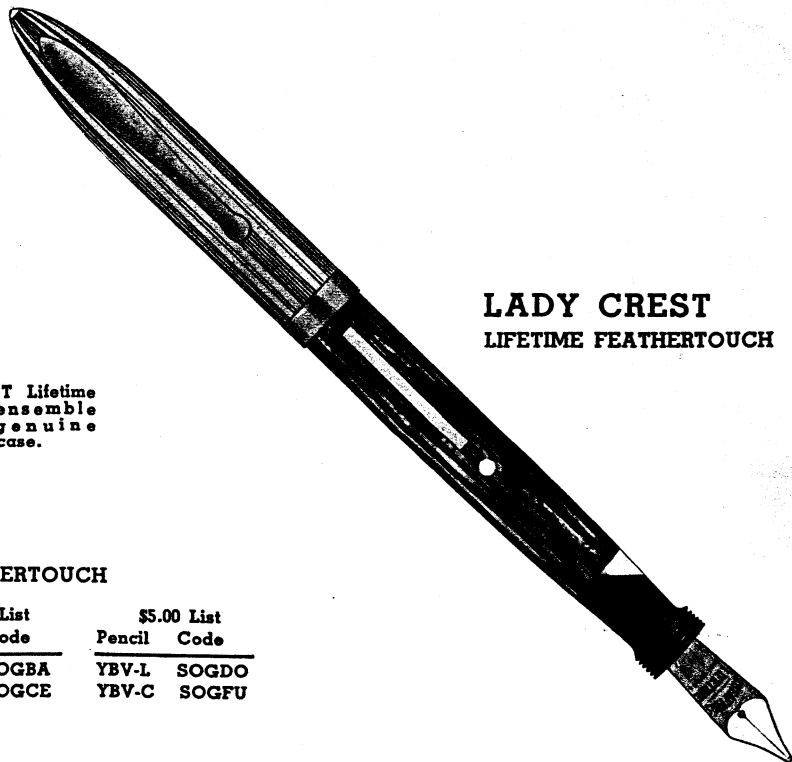
Visulated—(Lever Style)

Color	\$19.75 List		\$13.75 List		\$6.00 List	
	Ensemble	Code	Pen	Code	Pencil	Code
Black	2YL2	SODPO	47T	SODRU	YBT-L	SODSY
Golden Brown	2YC2	SOFMU	C47T	SOFRA	YBT-C	SOFTI
*Gray Pearl	2BP2	SOFYG	P47T	SOFSE	BBT-P	SOFZO

*All Gray Pearl models supplied with Sterling silver caps and trim.



LADY CREST Lifetime Feathertouch ensemble in deluxe, genuine leather case.



LADY CREST
LIFETIME FEATHERTOUCH

LADY CREST LIFETIME FEATHERTOUCH

Visulated—(Lever Style)

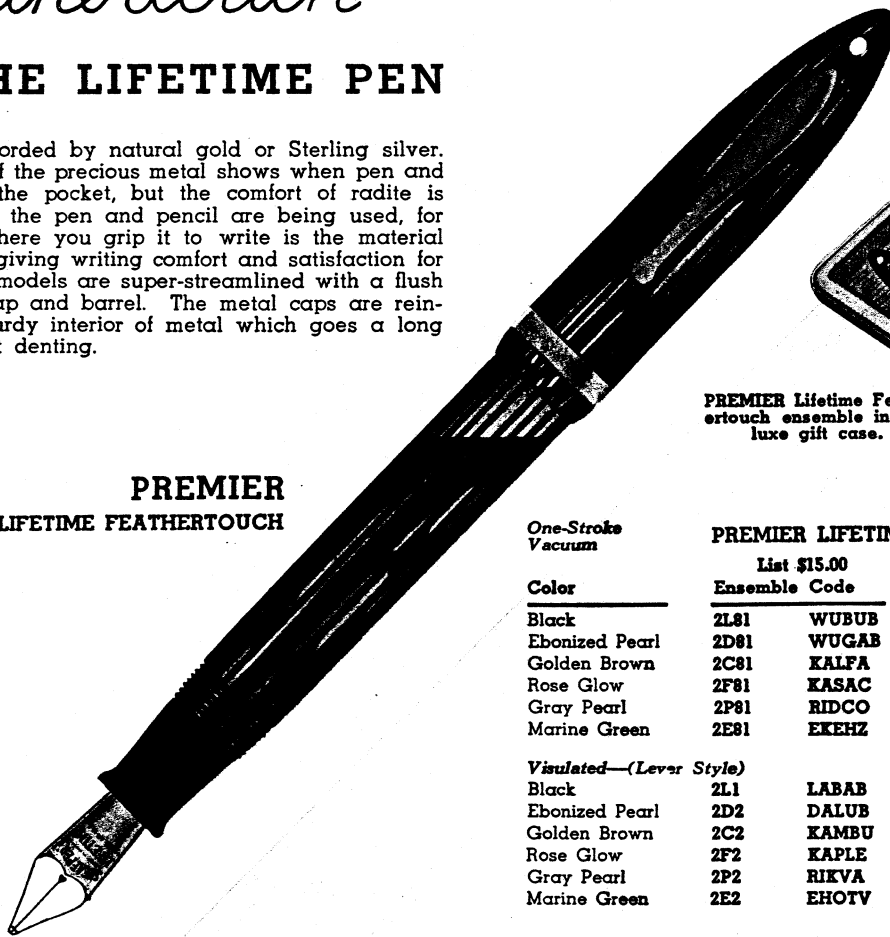
Color	\$17.75 List		\$12.75 List		\$5.00 List	
	Ensemble	Code	Pen	Code	Pencil	Code
Black	2YL7	SOGKI	26V	SOGBA	YBV-L	SOGDO
Golden Brown	2YC7	SOGLY	C26V	SOGCE	YBV-C	SOGFU

Feathertouch

S THE LIFETIME PEN

urance afforded by natural gold or Sterling silver. splendor of the precious metal shows when pen and il are in the pocket, but the comfort of radite is rent when the pen and pencil are being used, for material where you grip it to write is the material has been giving writing comfort and satisfaction for s. CREST models are super-streamlined with a flush g of the cap and barrel. The metal caps are rein- d by a sturdy interior of metal which goes a long to prevent denting.

PREMIER LIFETIME FEATHERTOUCH



PREMIER Lifetime Feathertouch ensemble in deluxe gift case.



One-Stroke Vacuum

Color	Ensemble Code
Black	2L81
Ebonized Pearl	2D81
Golden Brown	2C81
Rose Glow	2F81
Gray Pearl	2P81
Marine Green	2E81

Visulated—(Lever Style)

Color	Ensemble Code
Black	2L1
Ebonized Pearl	2D2
Golden Brown	2C2
Rose Glow	2F2
Gray Pearl	2P2
Marine Green	2E2

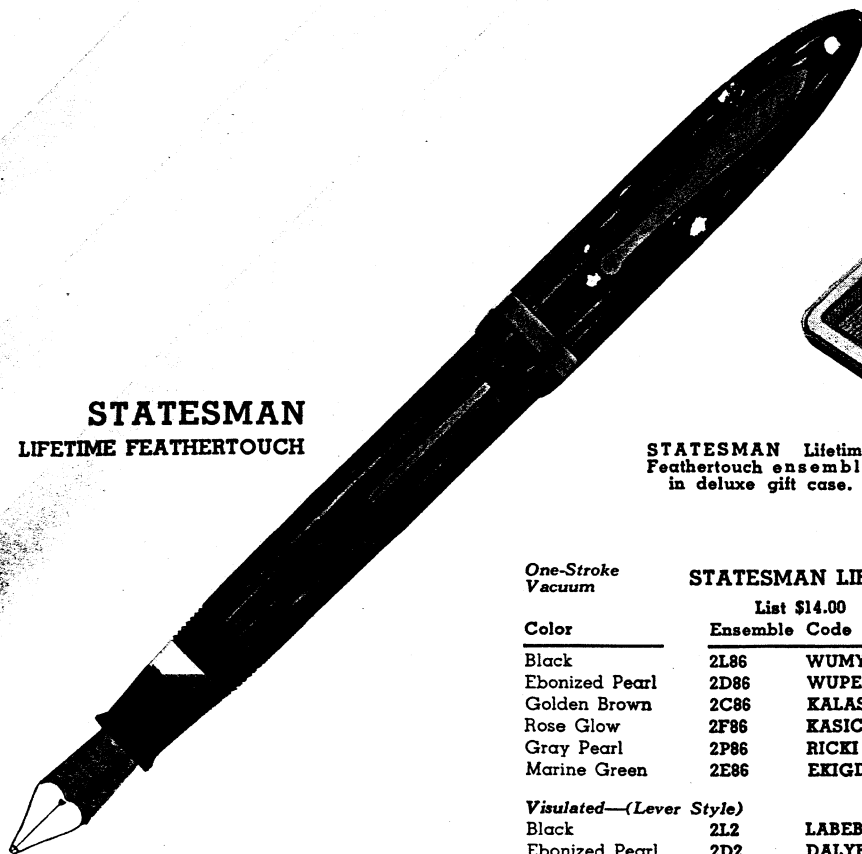
PREMIER LIFETIME FEATHERTOUCH

List \$15.00	
Ensemble Code	Pen Code
WUBUB	8W
WUGAB	D8W
KALFA	C8W
KASAC	F8W
RIDCO	P8W
EKEHZ	E8W

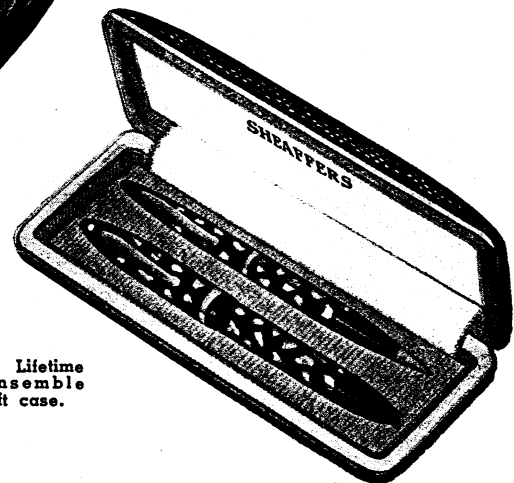
List \$10.00	
Pen Code	Pencil Code
WABUB	SLT
WACIB	SDT
KABLA	SCT
KAGEP	SFT
RESFI	SPT
EBEXF	SET

List \$5.00	
Pencil Code	Code
BALAK	BALAK
DADAB	DADAB
KADIS	KADIS
KAKAV	KAKAV
RITKE	RITKE
EFADC	EFADC

STATESMAN LIFETIME FEATHERTOUCH



STATESMAN Lifetime Feathertouch ensemble in deluxe gift case.



One-Stroke Vacuum

Color	Ensemble Code
Black	2L86
Ebonized Pearl	2D86
Golden Brown	2C86
Rose Glow	2F86
Gray Pearl	2P86
Marine Green	2E86

Visulated—(Lever Style)

Color	Ensemble Code
Black	2L2
Ebonized Pearl	2D2
Golden Brown	2C2
Rose Glow	2F2
Gray Pearl	2P2
Marine Green	2E2

STATESMAN LIFETIME FEATHERTOUCH

List \$14.00	
Ensemble Code	Pen Code
WUMYB	74W
WUPEB	D74W
KALAS	C74W
KASIC	F74W
RICKI	P74W
EKIGD	E74W

List \$10.00	
Pen Code	Pencil Code
WADAB	LTC
WADIB	DTC
KABRI	CTC
KAGMY	FTC
RERGE	PTC
EBOVH	ETC

List \$4.00	
Pencil Code	Code
BALCO	BALCO
DADEB	DADEB
KADUB	KADUB
KAKOS	KAKOS
RISLA	RISLA
EFECF	EFECF

LIFETIME *Feathertouch* PENS

IDENTIFIED BY THE WHITE DOT

SOVEREIGN Lifetime Feather-touch matched ensemble in deluxe gift case.



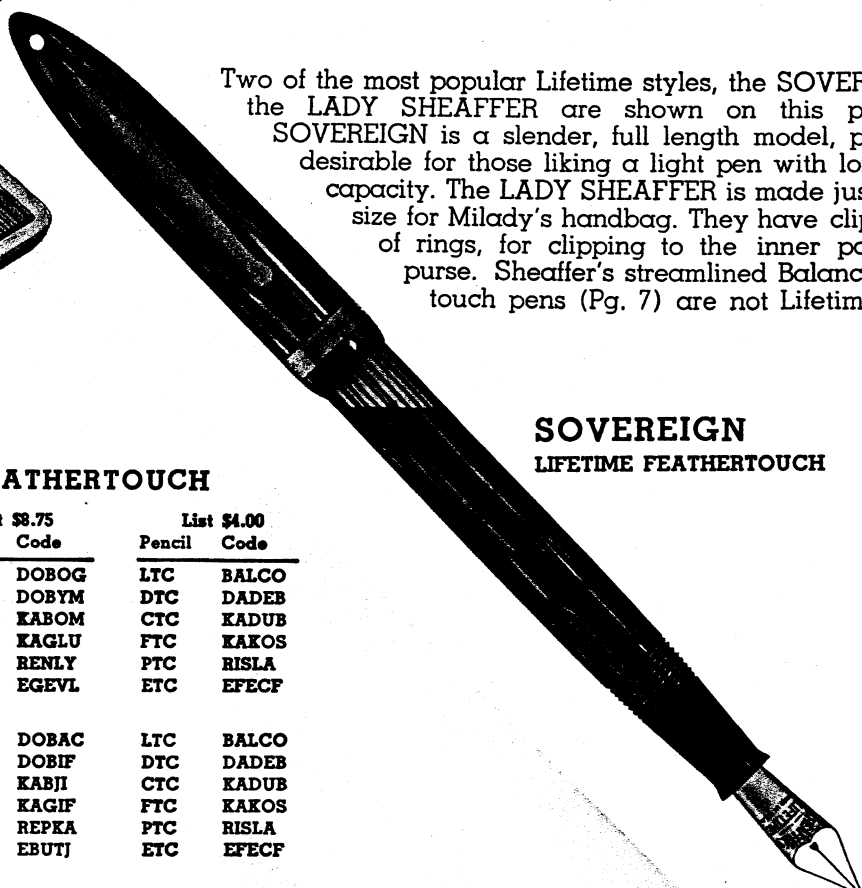
Two of the most popular Lifetime styles, the SOVEREIGN and the LADY SHEAFFER are shown on this page. The SOVEREIGN is a slender, full length model, particularly desirable for those liking a light pen with long writing capacity. The LADY SHEAFFER is made just the right size for Milady's handbag. They have clips, instead of rings, for clipping to the inner pocket of a purse. Sheaffer's streamlined Balance Feather-touch pens (Pg. 7) are not Lifetime, but are

SOVEREIGN LIFETIME FEATHERTOUCH

SOVEREIGN LIFETIME FEATHERTOUCH

One-Stroke Vacuum

Color	List \$12.75		List \$8.75		List \$4.00	
	Ensemble	Code	Pen	Code	Pencil	Code
Black	2L76	DODAB	73W	DOBOG	LTC	BALCO
Ebonized Pearl	2D76	DODID	D73W	DOBYM	DTC	DADEB
Golden Brown	2C76	KALEB	C73W	KABOM	CTC	KADUB
Rose Glow	2F76	KASID	F73W	KAGLU	FTC	KAKOS
Gray Pearl	2P76	RUBIM	P73W	RENLY	PTC	RISLA
Marine Green	2E76	EKUDF	E73W	EGEVL	ETC	EFECF
<i>Visulated—(Lever Style)</i>						
Black	2L8	DOCAN	73T	DOBAC	LTC	BALCO
Ebonized Pearl	2D8	DOCIR	D73T	DOBIF	DTC	DADEB
Golden Brown	2C8	KALOV	C73T	KABJI	CTC	KADUB
Rose Glow	2F8	KASUC	F73T	KAGIF	FTC	KAKOS
Gray Pearl	2P8	RIBDE	P73T	REPKA	PTC	RISLA
Marine Green	2E8	EKOFB	E73T	EBUTJ	ETC	EFECF



LADY SHEAFFER Lifetime Feather-touch matched ensemble in deluxe gift case.

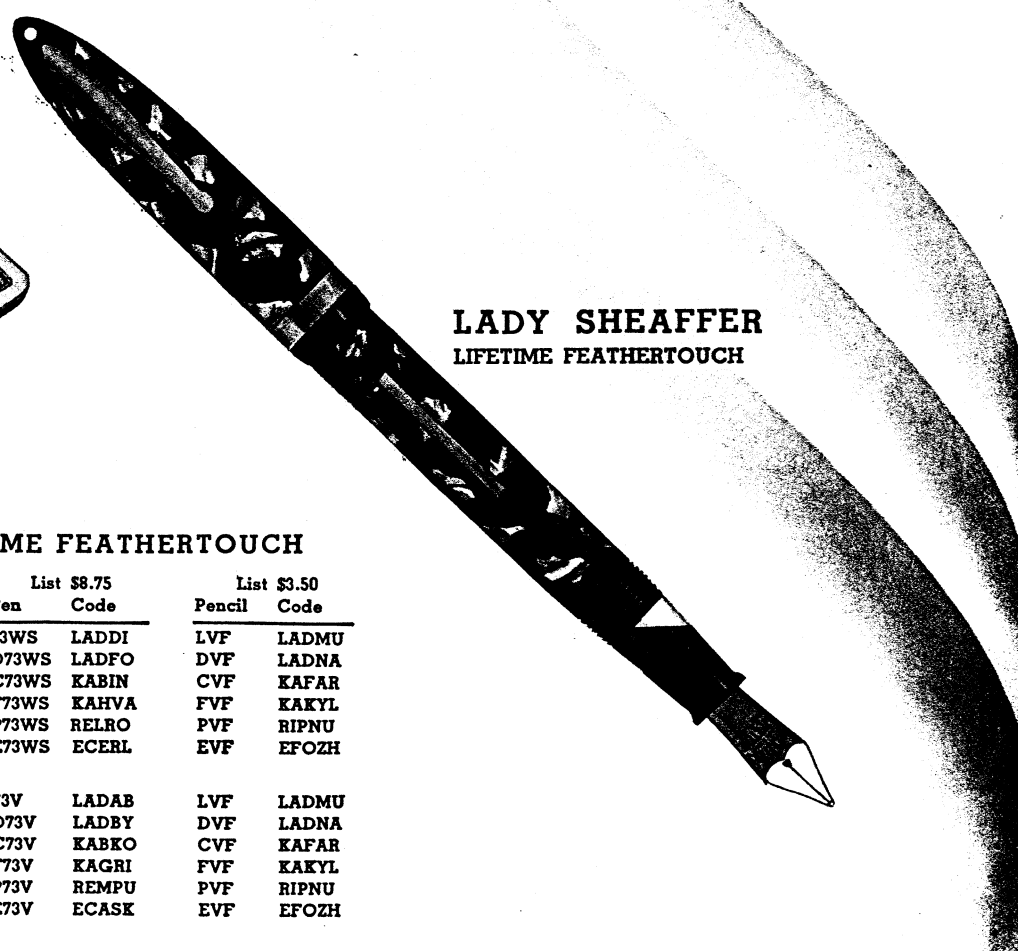


LADY SHEAFFER LIFETIME FEATHERTOUCH

LADY SHEAFFER LIFETIME FEATHERTOUCH

One-Stroke Vacuum

Color	List \$12.25		List \$8.75		List \$3.50	
	Ensemble	Code	Pen	Code	Pencil	Code
Black	2L87	LADAG	73WS	LADDI	LVF	LADMU
Ebonized Pearl	2D87	LADEH	D73WS	LADFO	DVF	LADNA
Golden Brown	2C87	KALUD	C73WS	KABIN	CVF	KAFAR
Rose Glow	2F87	KASIF	F73WS	KAHVA	FVF	KAKYL
Gray Pearl	2P87	RUDUP	P73WS	RELRO	PVF	RIPNU
Marine Green	2E87	ELEBH	E73WS	ECERL	EVF	EFOZH
<i>Visulated—(Lever Style)</i>						
Black	2L7	LADCA	73V	LADAB	LVF	LADMU
Ebonized Pearl	2D7	LADEB	D73V	LADBY	DVF	LADNA
Golden Brown	2C7	KALIC	C73V	KABKO	CVF	KAFAR
Rose Glow	2F7	KASRE	F73V	KAGRI	FVF	KAKYL
Gray Pearl	2P7	RUCON	P73V	REMPU	PVF	RIPNU
Marine Green	2E7	ELACG	E73V	ECASK	EVF	EFOZH

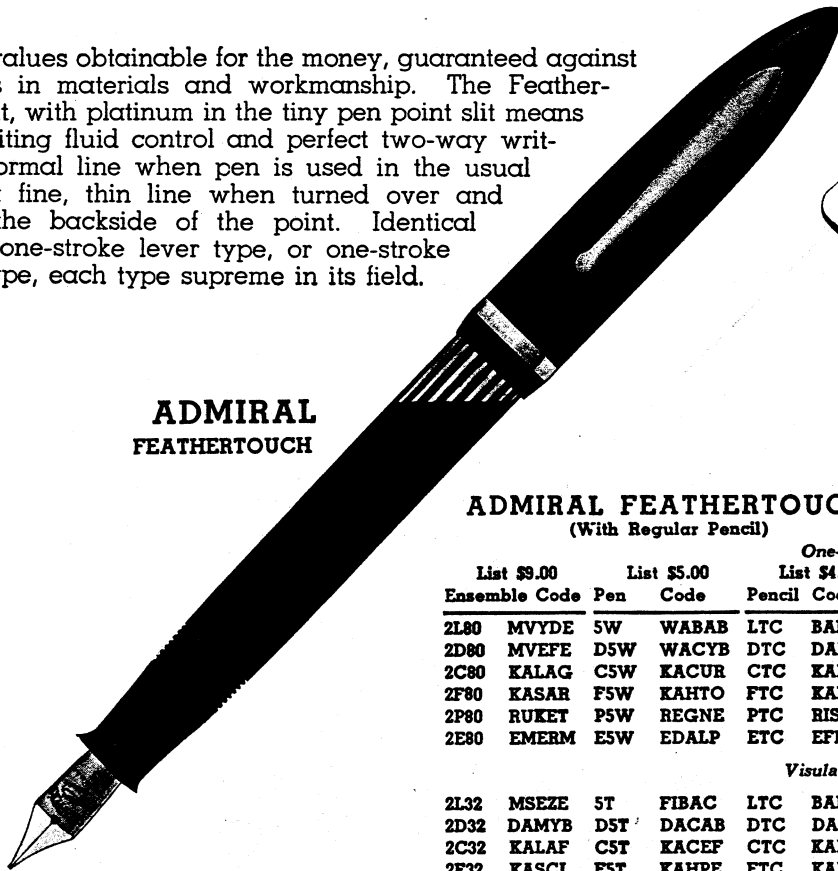


STREAMLINED Feathertouch PENS

PERFECT BALANCE — NO HAND FATIGUE

The finest values obtainable for the money, guaranteed against all defects in materials and workmanship. The Feathertouch point, with platinum in the tiny pen point slit means perfect writing fluid control and perfect two-way writing—a normal line when pen is used in the usual manner, a fine, thin line when turned over and used on the backside of the point. Identical values in one-stroke lever type, or one-stroke vacuum type, each type supreme in its field.

ADMIRAL FEATHERTOUCH



ADMIRAL Feathertouch matched ensemble in deluxe gift case.

ADMIRAL FEATHERTOUCH (With Regular Pencil)

ADMIRAL FEATHERTOUCH (With Shorter Length Pencil)

List \$9.00		List \$5.00		One-Stroke Vacuum			List \$8.50		List \$3.50	
Ensemble Code	Pen	Code	Pencil Code	Color		Ensemble Code	Pencil Code			
2L80	MVYDE	SW	WABAB	LTC	BALCO	Black	2L84	WUDEB	LVC	LVECE
2D80	MVEFE	D5W	WACYB	DTC	DADEB	Ebonized Pearl	2D84	WUGOB	DVC	DADIB
2C80	KALAG	C5W	KACUR	CTC	KADUB	Golden Brown	2C84	KALEG	CVC	KADYG
2F80	KASAR	F5W	KAHTO	FTC	KAKOS	Rose Glow	2F84	KASOR	FVC	KAKMU
2P80	RUKET	P5W	REGNE	PTC	RISLA	Gray Pearl	2P84	RULIV	PVC	RIRMY
2E80	EMERM	ESW	EDALP	ETC	EFECE	Marine Green	2E84	EMIMX	EVC	EFIBG

Visulated—(Lever Style)

2L32	MSEZE	5T	FIBAC	LTC	BALCO	Black	2L31	MVIDE	LVC	LVECE
2D32	DAMYB	D5T	DACAB	DTC	DADEB	Ebonized Pearl	2D31	MVIFE	DVC	DADIB
2C32	KALAF	C5T	KACEF	CTC	KADUB	Golden Brown	2C31	KALEF	CVC	KADYG
2F32	KASCI	F5T	KAHPE	FTC	KAKOS	Rose Glow	2F31	KASRI	FVC	KAKMU
2P32	RUFYR	P5T	REKMI	PTC	RISLA	Gray Pearl	2P31	RUGAS	PVC	RIRMY
2E32	EMASV	EST	ECUMS	ETC	EFECE	Marine Green	2E31	ELUTR	EVC	EFIBG

NOTE: For Pen Code see table at left.

MILADY FEATHERTOUCH



MILADY Feathertouch matched ensemble in deluxe gift case.

One-Stroke Vacuum

Color	List \$8.50 Ensemble Code	Pen Code
Black	2L88	LADUI
Ebonized Pearl	2D88	LADVO
Golden Brown	2C88	KALCO
Rose Glow	2F88	KAVPE
Gray Pearl	2P88	RUNUB
Marine Green	2E88	ELOVL

Visulated—(Lever Style)

Black	2L37	LADPE
Ebonized Pearl	2D37	LADQI
Golden Brown	2C37	KALIN
Rose Glow	2F37	KASYR
Gray Pearl	2P37	RUMOZ
Marine Green	2E37	ELIWK

MILADY FEATHERTOUCH

List \$8.50 Ensemble Code		List \$5.00 Pen Code		List \$3.50 Pencil Code	
2L88	LADUI	53WS	LADJE	LVF	LADMU
2D88	LADVO	D53WS	LADLO	DVF	LADNA
2C88	KALCO	C53WS	KACOC	CVF	KAFAR
2F88	KAVPE	F53WS	KAHYP	FVF	KAKYL
2P88	RUNUB	P53WS	REDTY	PVF	RIPNU
2E88	ELOVL	E53WS	ECONR	EVF	EFOZH
2L37	LADPE	53V	LADGU	LVF	LADMU
2D37	LADQI	D53V	LADHA	DVF	LADNA
2C37	KALIN	C53V	KACIT	CVF	KAFAR
2F37	KASYR	F53V	KAHEV	FVF	KAKYL
2P37	RUMOZ	P53V	REFSA	PVF	RIPNU
2E37	ELIWK	E53V	ECIPM	EVF	EFOZH

BALANCE AND JUNIOR PENS

STREAMLINED FOR PERFECT BALANCE

Matched MISS UNIVERSE ensemble in exceptionally attractive gift case.

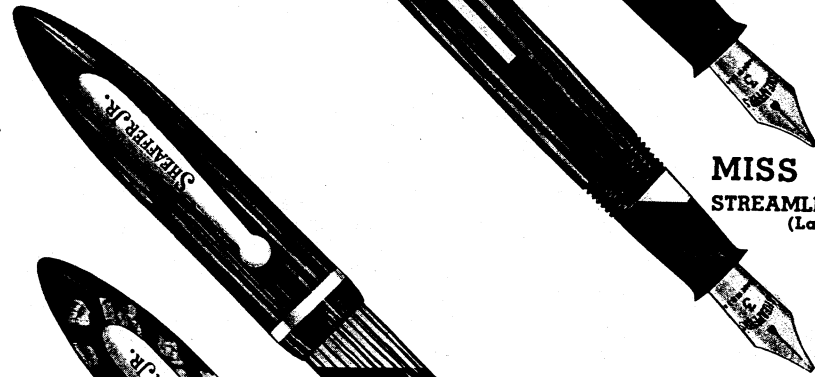


This is the finest line of pens selling at \$3.50 and \$2.75 made in America. Exceptionally sturdy construction with points of genuine 14K gold, iridium tipped. Fully streamlined Balance design to eliminate hand fatigue. Identical values in one-stroke Visulated lever style or one-stroke Vacuum style, each type supreme in its field.

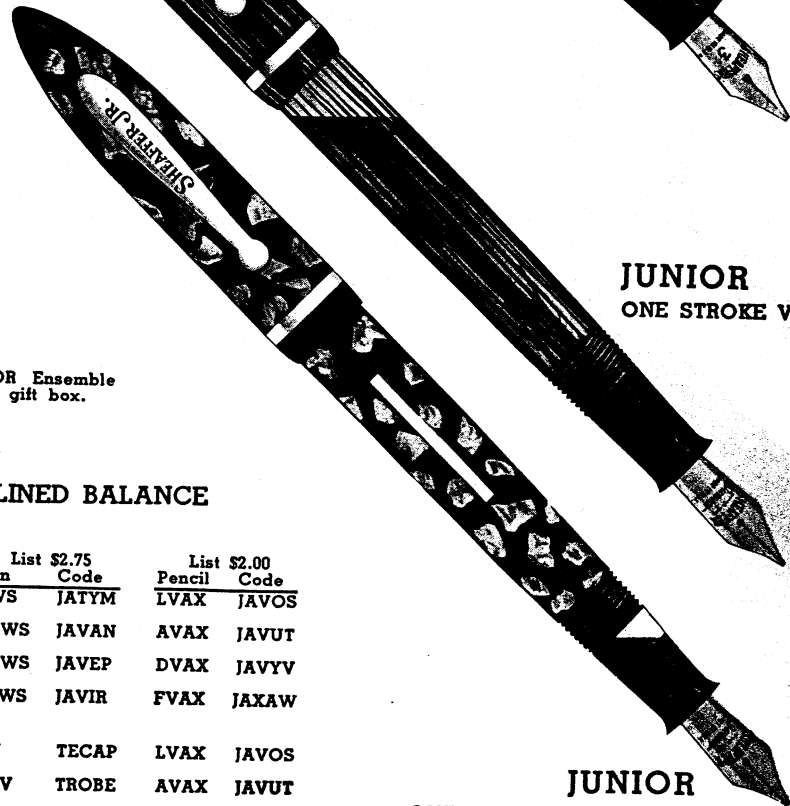
CRAFTSMAN STREAMLINED BALANCE (Men's Size)



MISS UNIVERSE STREAMLINED BALANCE (Ladies' Size)



JUNIOR ONE STROKE VACUUM TYPE



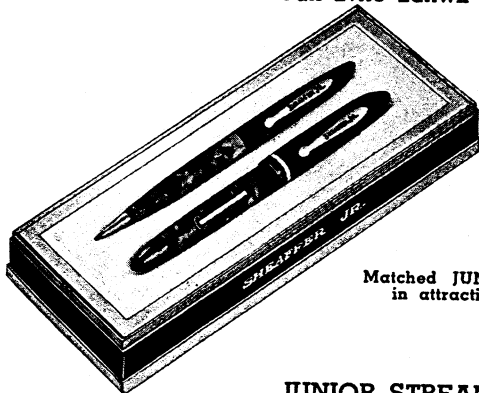
JUNIOR ONE STROKE LEVER TYPE

CRAFTSMAN STREAMLINED BALANCE

Color	List \$5.00		List \$3.50		List \$3.00	
	Ensemble Code	Pen	Code	Code	Pencil Code	Code
Black	2L85	WUKAB	3W	WUKIB	LTAC	PIBCA
Ebonized Pearl	2D85	WUKEB	D3W	WUKOB	DTAC	DADUB
Den Brown	2C85	KALUL	C3W	KADED	CTAC	KAFES
Rose Glow	2F85	KEFED	F3W	KAKIC	FTAC	KAMAB
Pearl	2P85	RUTIG	P3W	RIVGI	PTAC	RINRO
Green	2E85	EHAPR	E3W	EDIHT	ETAC	EFUXJ
Visulated—(Lever Style)						
Black	2L22	THAZY	3T	TEBAC	LTAC	PIBCA
Ebonized Pearl	2D22	DALEB	D3T	DACOB	DTAC	DADUB
Den Brown	2C22	KALDI	C3T	KACEL	CTAC	KAFES
Rose Glow	2F22	KAVLO	F3T	KAHUN	FTAC	KAMAB
Pearl	2P22	RUPYC	P3T	RECZU	PTAC	RINRO
Green	2E22	EGOSM	E3T	EDEKN	ETAC	EFUXJ

MISS UNIVERSE STREAMLINED BALANCE

Color	List \$5.00		List \$3.50		List \$2.50	
	Ensemble Code	Pen	Code	Code	Pencil Code	Code
Black	2L82	WAPON	3WS	WAMOF	LVAC	POBUZ
Ebonized Pearl	2D82	WAPUP	D3WS	WAMUG	DVAC	DADYB
Den Brown	2C82	WAPYR	C3WS	WAMYH	CVAC	KAFIT
Rose Glow	2F82	WARAS	F3WS	WAPAK	FVAC	KAMEC
Pearl	2P82	WARET	P3WS	WAPEL	PVAC	RIMSI
Green	2E82	WARIB	E3WS	WAPIM	EVAC	EGAWK
Visulated—(Lever Style)						
Black	2L23	LABAT	3V	TEMUP	LVAC	POBUZ
Ebonized Pearl	2D23	DALIB	D3V	DACUB	DVAC	DADYB
Den Brown	2C23	KALRI	C3V	KADAT	CVAC	KAFIT
Rose Glow	2F23	KEFGA	F3V	KAISC	FVAC	KAMEC
Pearl	2P23	RURAD	P3V	REBVO	PVAC	RIMSI
Green	2E23	EGURN	E3V	EDOGX	EVAC	EGAWK



Matched JUNIOR Ensemble in attractive gift box.

JUNIOR STREAMLINED BALANCE

Color	Label \$3.95		List \$2.75		List \$2.00	
	Ensemble Code	Code	Pen Code	Code	Pencil Code	Code
Black	2L70	JAXOC	2WS	JATYM	LVAX	JAVOS
Gray						
Pearl	2A70	JAXUD	A2WS	JAVAN	AVAX	JAVUT
Ebonized Pearl	2D70	JAXYF	D2WS	JAVEP	DVAX	JAVYV
Rose Glow	2F70	VOPRU	F2WS	JAVIR	FVAX	JAXAW
Visulated—(Lever Style)						
Black	2L20	THARO	2V	TECAP	LVAX	JAVOS
Gray						
Pearl	2A20	TROCE	A2V	TROBE	AVAX	JAVUT
Ebonized Pearl	2D20	JAXEZ	D2V	JATOK	DVAX	JAVYV
Rose Glow	2F20	JAXB	F2V	JATUL	FVAX	JAXAW

THE MASTERPIECE AUTOGRAPH LIFETIME



MASTERPIECE AUTOGRAPH LIFETIME

(Lever Style)

Matched Ensemble \$125.00 List

\$80.00 List \$45.00 List

Pen	Code	Pencil	Code
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Chased (as illustrated)	7336TC	SOBAC	ZTSC	SOBOL
Plain, No Chasing	733TC	SOBAP	ZTSC	SOBEL

Ensemble Codes: CHASED, SOBUL; PLAIN, SOBYL.

Here is truly the masterpiece of all matched pen and pencil sets, the finest it is possible to build from precious gold. Barrels and caps of both pen and pencil are genuine 14K gold. So, also, are the clips, the pencil tip, the pen point, and the filling lever. The precious metal overlays a sturdy metal construction, an effective protection against casual dents. It is a beautiful ensemble combining the ultimate in pen and pencil engineering with the ultimate in fine jewelry construction and design.

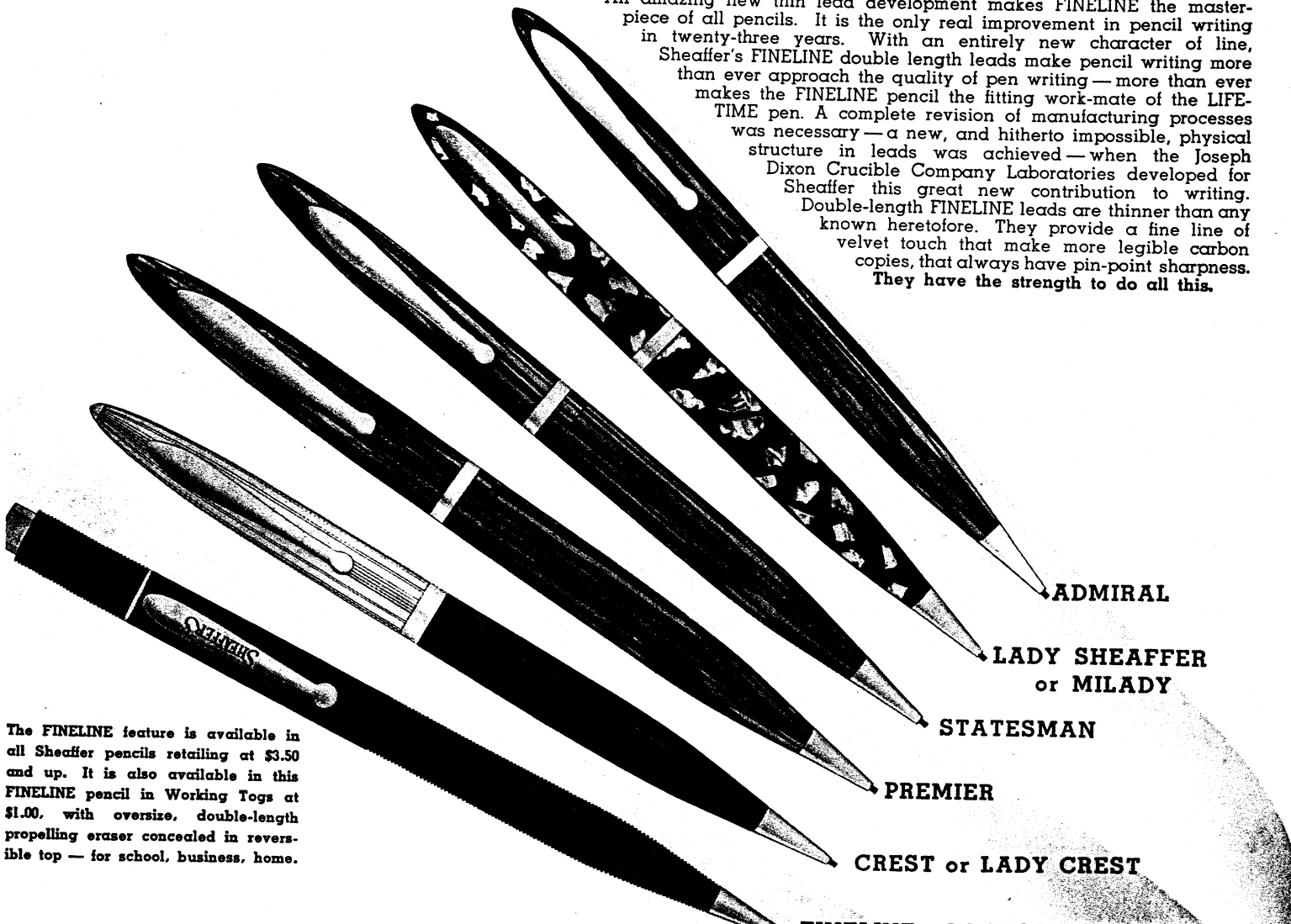
Space provided on caps on the opposite side from the clips for monogramming or engraving.

NO FINER PRESENTATION
CAN BE MADE FOR ANY OC-
CASION. THE MASTERPIECE
CARRIES THE MOST PLEASURE
IN GIVING, THE MOST PRIDE
OF POSSESSION IN RECEIVING.

Fineline

PENCILS AND THIN LEADS, DOUBLE LENGTH

An amazing new thin lead development makes FINELINE the masterpiece of all pencils. It is the only real improvement in pencil writing in twenty-three years. With an entirely new character of line, Sheaffer's FINELINE double length leads make pencil writing more than ever approach the quality of pen writing — more than ever makes the FINELINE pencil the fitting work-mate of the LIFE-TIME pen. A complete revision of manufacturing processes was necessary — a new, and hitherto impossible, physical structure in leads was achieved — when the Joseph Dixon Crucible Company Laboratories developed for Sheaffer this great new contribution to writing. Double-length FINELINE leads are thinner than any known heretofore. They provide a fine line of velvet touch that make more legible carbon copies, that always have pin-point sharpness. They have the strength to do all this.



The FINELINE feature is available in all Sheaffer pencils retailing at \$3.50 and up. It is also available in this FINELINE pencil in Working Togs at \$1.00, with oversize, double-length propelling eraser concealed in reversible top — for school, business, home.

Sheaffer's FINELINE Pencils (To Match Sheaffer Pens Bearing the Same Name)

Color	CREST \$6.00		LADY CREST \$5.00		PREMIER \$5.00		STATESMAN SOVEREIGN and ADMIRAL (Regular Length) \$4.00		LADY SHEAFFER and MILADY \$3.50		ADMIRAL (Shorter Length) \$3.50		FINELINE in Working Togs \$1.00	
	Symbol	Code	Symbol	Code	Symbol	Code	Symbol	Code	Symbol	Code	Symbol	Code	Symbol	Code
Black	YBT-L	SODSY	YBV-L	SOGDO	SLT	BALAK	LTC	BALCO	LVF	LADMU	LVC	LVECE	LE	EVUBN
Golden Brown	YBT-C	SOFTI	YBV-C	SOGFU	SCT	KADIS	CTC	KADUB	CVF	KAFAR	CVC	KADYG		
Gray Pearl	BBT-P	SOFZO			SPT	RITKE	PTC	RISLA	PVF	RIPNU	PVC	RIRMY		
Ebonized Pearl					SDT	DADAB	DTC	DADEB	DVF	LADNA	DVC	DADIB		
Rose Glow					SFT	KAKAV	FTC	KAKOS	FVF	KAKYL	FVC	KAKMU		
Marine Green					SET	EFADC	ETC	EFECF	EVF	EFOZH	EVC	EFIBG		

Sheaffer's FINELINE DOUBLE LENGTH LEADS

Two and three-fourths inches each — 22 inches, average user's year's supply. The following grades are carried in stock.

	List
Special HB (Special Smooth Medium), 8 sticks per box.....	15c each
F (Firm Medium), 8 sticks per box.....	15c each
H (Hard Medium), 8 sticks per box.....	15c each
2H (Hard), 8 sticks per box.....	15c each
3H (Very Hard), 8 sticks per box.....	15c each
4H (Extra Hard), 8 sticks per box.....	15c each

Sheaffer's Regular Leads

The following grades are carried in stock.

	List
Special HB (Special Smooth Medium), 25 sticks per box.....	15c each
B (Soft), 25 sticks per box.....	15c each
2B (Very Soft), 25 sticks per box.....	15c each
3B (Extra Soft), 25 sticks per box.....	15c each
F (Firm Medium), 25 sticks per box.....	15c each
H (Hard Medium), 25 sticks per box.....	15c each
2H (Hard), 25 sticks per box.....	15c each
3H (Very Hard), 25 sticks per box.....	15c each
4H (Extra Hard), 25 sticks per box.....	15c each
Indelible, 12 sticks per box.....	15c each
Red Crayon, 12 sticks per box.....	15c each
Blue Crayon, 12 sticks per box.....	15c each
Green Crayon, 12 sticks per box.....	15c each
4-inch Special HB, 9 sticks per box.....	15c each
Industrial Package, 144 sticks per box.	
Grades: Special HB, 2B, 3B, F, H, 2H, 3H	70c each
Industrial Package, 144 sticks per box, Indelible, Red Crayon, Blue Crayon and Green Crayon.....	\$1.50 each

Sheaffer's Erasers

Regular Erasers (standard Sheaffer Eraser), 3 in a tube, per tube.....	\$0.10
Oversize Erasers (for flat cap Titan pencils), 3 in a tube, per tube.....	.10
Golf Erasers (for Combination and Golf pencils), 6 in a tube, per tube.....	.10
Erasers for Utility Pencil, 3 in a tube, per tube.....	.10
Erasers in bulk, 1 gross, net.....	1.50
Any Eraser if purchased separately, each.....	.05
DOUBLE LENGTH ERASERS FOR FINELINE \$1.00 PENCIL, 3 in a tube, each.....	.15

New
Regular

Take this test: With an ordinary pencil attempt writing between lines of a typewritten letter — then use a FINELINE lead in a FINELINE pencil. Note crisp legibility.

CRAFTSMAN

MISS UNIVERSE

JUNIOR

UTILITY

Sheaffer's Regular Pencils

(To Match Sheaffer Pens Bearing the Same Name)

Color	CRAFTSMAN \$3.00		MISS UNIVERSE \$2.50		JUNIOR \$2.00		UTILITY \$1.00	
	Symbol	Code	Symbol	Code	Symbol	Code	Symbol	Code
Black	LTAC	PIBCA	LVAC	POBUZ	LVAX	JAVOS	LL	JASOX
Golden Brown	CTAC	KAFES	CVAC	KAFIT				
Gray Pearl	PTAC	RINRO	PVAC	RIMSI	AVAX	JAVUT	MM	JIKUR
Ebonized Pearl	DTAC	DADUB	DVAC	DADYB	DVAX	JAVYV		
Rose Glow	FTAC	KAMAB	FVAC	KAMEC	FVAX	JAXAW		
Marine Green	ETAC	EFUXJ	EVAC	EGAWK				

SHEAFFER'S DRY.



F103 SABNA. Black Carrara. 3 3/4 x 3 3/4 inches. Pencil groove, gold name plate. With No. 3 Pen \$5.00.



F113 CABIP. Colored Pedrara Onyx. 3 1/2 inches dia. Gold trim. With No. 3 Pen \$5.00.

The 1938 Dry-Proof desk set line is the finest Sheaffer has ever produced, both from a standpoint of design and quality. In the following pages are desk fountain pen sets to meet every taste and every purpose. There are modernistic designs and conservative designs. A wide choice of materials is offered, including Jet Carrara Glass, Bakelite, Leather, Green Brazilian Onyx, White Pedrara Onyx, Brown Spanish Onyx and Clear Crystal. There are fine presentation sets mounted with dependable clocks, and there are inexpensive utility sets for business, the college student or home desk. The merchant can stock this line certain of its ready acceptance by his clientele.

Dry-Proof desk sets are ideal for bridge prizes, wedding gifts, birthdays or anniversaries. They



223 PEOF. Green Bakelite. 1/4 inches dia. Gold trim. With No. 3 Green Pen \$5.00.



F193 PEBAB. Colored Pedrara Onyx. 2 1/2 x 3 1/2 inches. Gold trim. With No. 3 Pen \$5.00.



F013 BUBYG. Colored Pedrara Onyx. 3 1/2 inches dia. Gold trim. With No. 3 brown Pen \$5.00.

F163 GBIWO. Black and gold Italian Marble. Same as F013 except material. With No. 3 Pen \$5.00.



F233 PEBUG. Black and gold Italian Marble. 3 x 3 inches. Gold trim. With No. 3 Pen \$5.00.



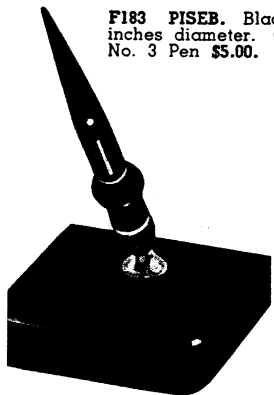
F183 PISEB. Black Bakelite. 3 1/2 inches diameter. Gold trim. With No. 3 Pen \$5.00.



F133 GBAZE. Colored Pedrara Onyx. 3 1/2 inches dia. Brown disc. With No. 3 Brown Pen \$5.00.

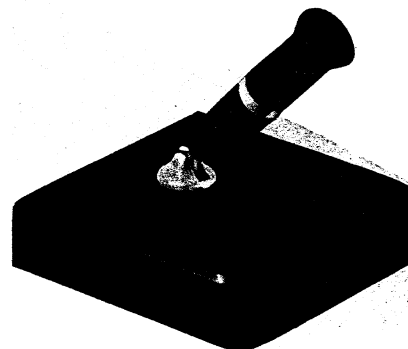


F213 PEBID. Brown Bakelite and gold discs. On Ivory White Base. 3 1/2 inches dia. With No. 3 Brown Pen \$5.00.



All Desk Sets on this page also available with No. 5 Pen \$7.50.

With White Dot LIFETIME Pen \$10.00.

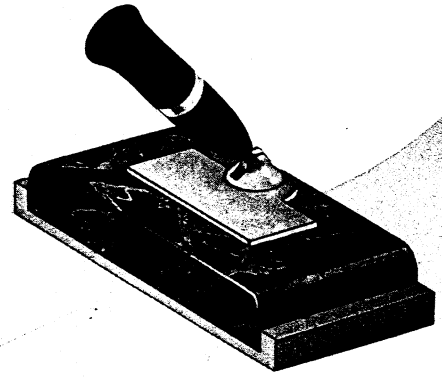


F203 PEBEC. Black Carrara. 3 x 3 inches. Gold trim. With No. 3 Pen \$5.00.

ROOF DESK SETS

Make the most acceptable Christmas gift for students, office workers, and for dressing up the home.

Roof desk sets are an important office economy, eliminating the endless reach and dip of old-fashioned pens. The revolutionary Dry-Proof socket makes these sets the most efficient obtainable. A half turn of the pen in the socket firmly locks it, sealing out all air, but whether the pen is locked or unlocked it is, nevertheless, air-sealed while in the socket. The locking device makes it possible to store the set away at night in a desk drawer with full assurance it will write instantly when put into use the following morning. The major fault of all desk sets in the past—drying out of the pen—is eliminated.



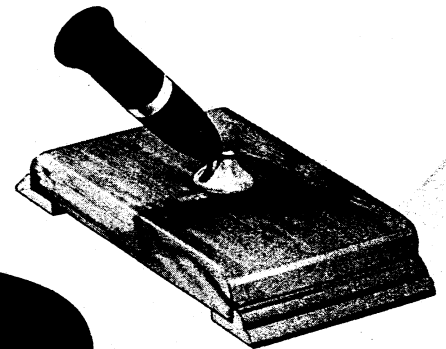
G225 PECYP. Black and gold Italian Marble. 2 x 4 1/2 inches. Gold trim, name plate. With No. 5 Pen \$7.50.



G195 PECIL. Colored Pedrara Onyx. 3 x 3 1/4 inches. Gold trim. With No. 5 Brown Pen \$7.50.



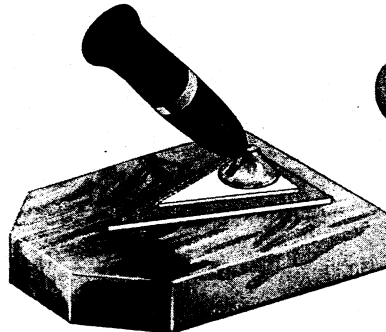
G175 PECAH. Brown Spanish Onyx. 3 1/2 inches dia. Gold trim. With No. 5 Brown Pen \$7.50.



G085 PIVBY. Colored Pedrara Onyx. 2 1/4 x 4 1/8 inches. Gold trim. With No. 5 Brown Pen \$7.50.



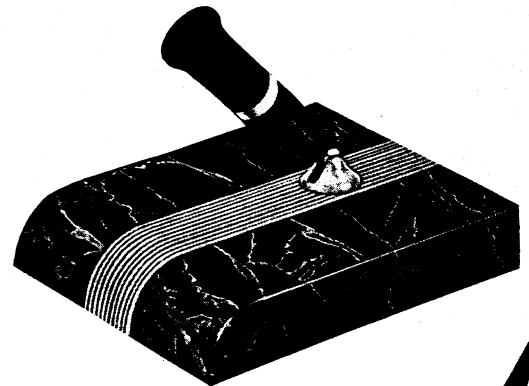
G115 GDERO. Black and gold Italian Marble. Same as G085 except material. With No. 5 Pen \$7.50.



G205 PECOM. Black Carrara. 3 1/2 inches dia. Gold trim. With No. 5 Pen \$7.50.



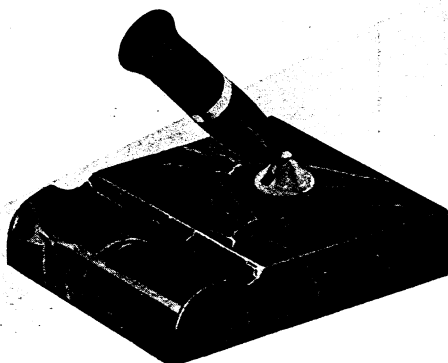
G075 PIVBU. Colored Pedrara Onyx. 2 1/2 x 3 1/2 inches. Silver and gold trim. With No. 5 Pen \$7.50.



G185 PECEK. Black and gold Italian Marble. 3 1/2 inches dia. Gold trim. With No. 5 Pen \$7.50.



G215 PECUN. Black and gold Italian Marble. 3 1/4 x 3 7/8 inches. Gold trim. With No. 5 Pen \$7.50.



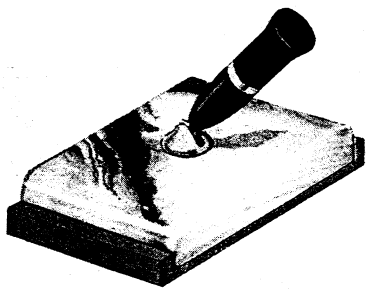
G095 GBUTU. Black and gold Italian Marble. 3 x 3 1/2 inches.

G165 PEBYH. Green Brazilian Onyx. 3 1/2 inches dia. Gold trim. With No. 5 Pen \$7.50.

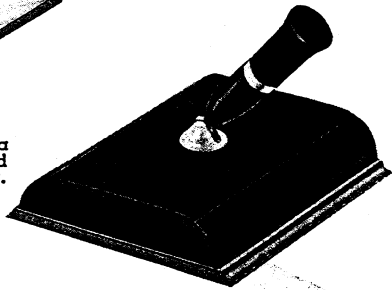


All Desk Sets on this page also available with White Dot LIFETIME Pen \$10.00.

SHEAFFER'S DRY-PROOF DESK SETS



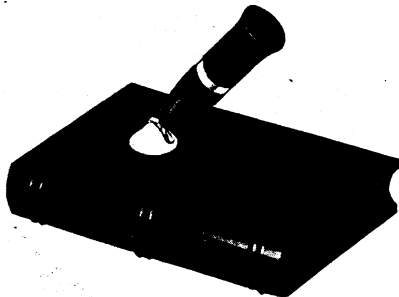
L195 PEDYW. Colored Pedrara Onyx. $2\frac{1}{2}$ x $4\frac{1}{2}$ inches. Gold trim. With No. 5 brown Pen \$10.00.



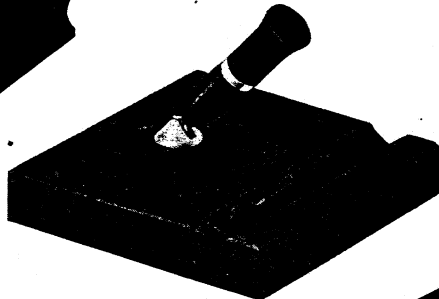
L115 GKIBE. Brown grained Bakelite. $3\frac{3}{8}$ x 4 inches. Gold trim. With No. 5 Brown Pen \$10.00.



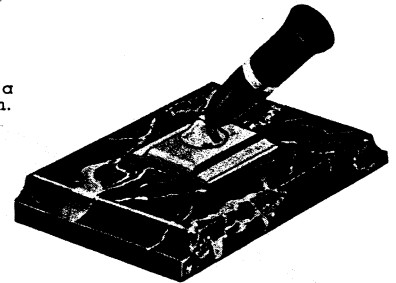
L145 PEDAQ. Colored Pedrara Onyx. 3 x $4\frac{1}{2}$ inches. Gold trim. With No. 5 Pen \$10.00.



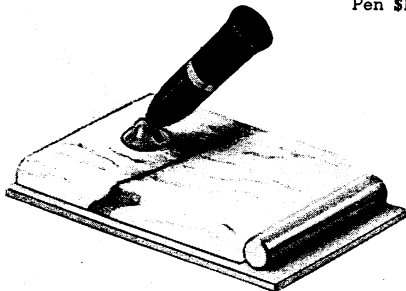
L155 PEDER. Black Carrara. 3 x 4 inches. Chrome trim. With No. 5 Pen \$10.00.



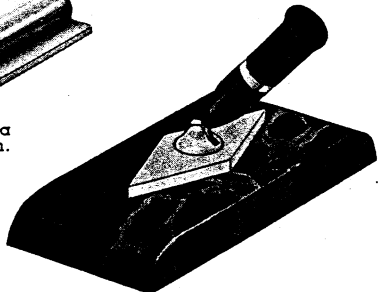
L165 PEDIS. Brown Spanish Onyx. Gold trim. 4 x 4 inches. Pencil groove. With No. 5 Brown Pen \$10.00.



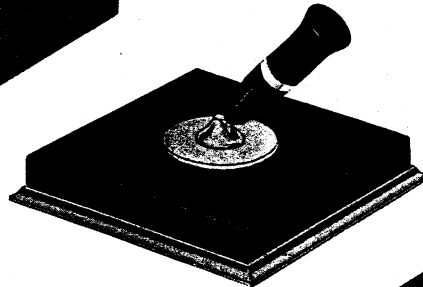
L175 PEDOT. Black and gold Italian Marble. $2\frac{3}{4}$ x $4\frac{1}{2}$ inches. Gold trim. With No. 5 Pen \$10.00.



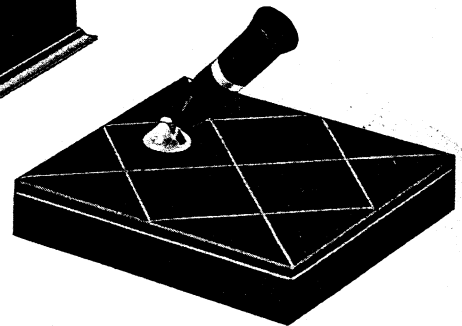
L055 PIVGY. Colored Pedrara Onyx. $2\frac{3}{4}$ x $4\frac{1}{4}$ inches. Gold trim. With No. 5 brown Pen \$10.00.



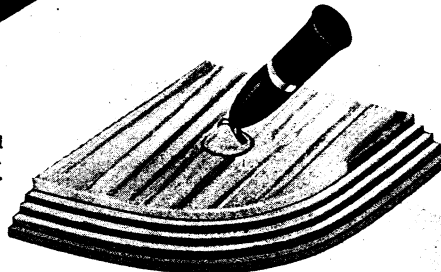
H063 GFIIA. Black and Gold Italian Marble. $2\frac{1}{2}$ x 5 inches. Gold trim. With No. 3 Pen \$7.50.



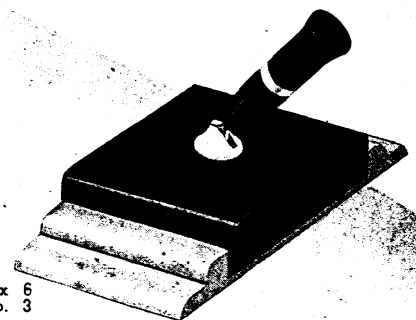
L045 PIVGU. Black Carrara. 4 x 4 inches. Gold trim. With No. 5 Pen \$10.00.



L185 PEDUV. Hand Tooled Maroon Leather. $4\frac{1}{8}$ x $4\frac{1}{8}$ inches. Gold trim. With No. 5 Pen \$10.00.



H073 PEGCE. Colored Pedrara Onyx. $3\frac{7}{8}$ x $4\frac{7}{8}$ inches. Satin silver and gold trim. With No. 3 Brown Pen \$7.50.



H083 PEFCA. Black Carrara. $2\frac{1}{2}$ x 6 inches. Satin silver trim. With No. 3 Pen \$7.50.

All "L" line Desk Sets also available with LIFETIME Pen \$12.50.

All "H" line Desk Sets also available with No. 5 Pen \$9.50. With LIFETIME Pen \$12.00.

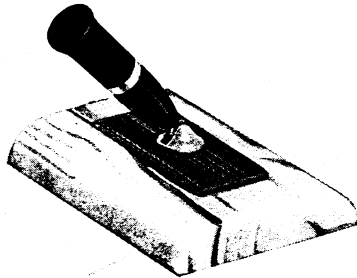
SUPREME VALUES AT \$10.00



M258 PELCY. Brown Spanish Onyx. 2 1/2 x 4 1/2 inches. Gold trim. With Brown LIFETIME Pen \$10.00.

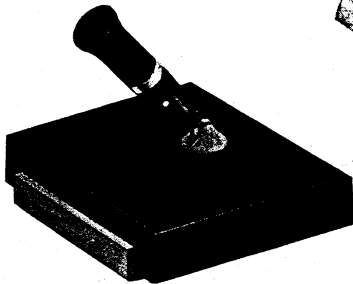


M248 PEKCU. Black Carrara. 4 x 4 inches. Gold trim. With LIFETIME Pen \$10.00.



M228 PEHCI. Colored Pedrara Onyx. 2 3/4 x 4 inches. Gold trim. With LIFETIME Pen \$10.00.

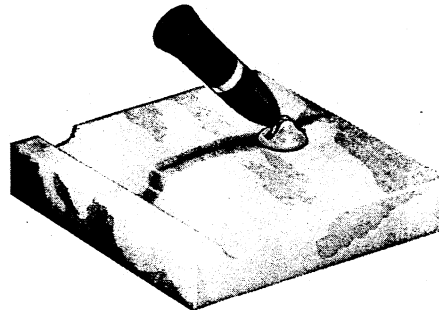
M038 PIVHU. Black and gold Italian Marble. Same as M248 except material. With LIFETIME Pen \$10.00.



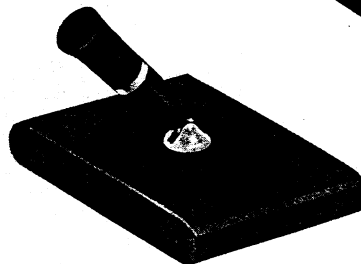
M238 PEJCO. Black Carrara. Gold trim. 3 1/8 x 3 1/2 inches. With LIFETIME Pen \$10.00.



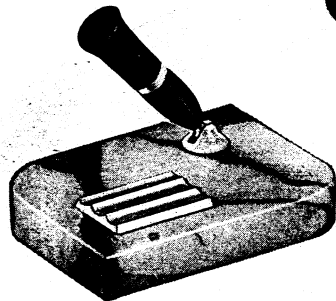
M288 PEPDI. Black Carrara. Gold trim. 3 1/2 x 3 1/2 inches. With LIFETIME Pen \$10.00.



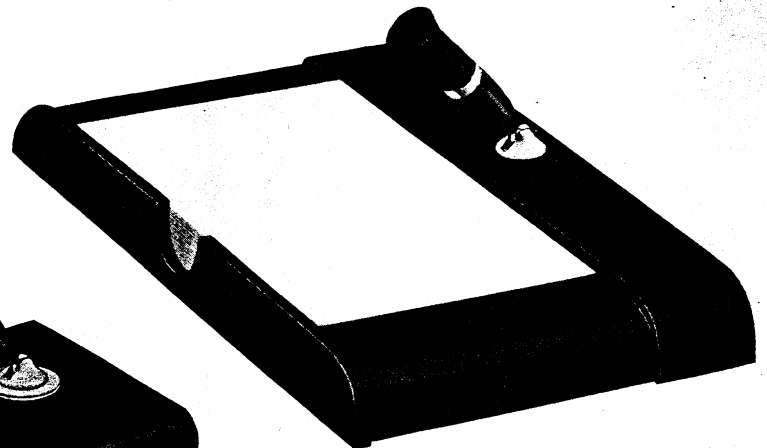
M118 GLAWA. Colored Pedrara Onyx. 4 x 4 inches. Gold trim. Pencil groove. With Brown LIFETIME Pen \$10.00.



M308 PISOD. Brown Spanish Onyx. 2 3/4 x 4 inches. Gold trim. With Brown LIFETIME Pen \$10.00.



M268 PEMDA. Colored Pedrara Onyx. 3 x 4 inches. Gold trim. With Brown LIFETIME Pen \$10.00.



M278 PENDE. Dark Walnut finish Bakelite Memo Pad. Gold trim. 8 3/8 x 5 1/4 inches. With Brown LIFETIME Pen \$10.00.



M298 PEGDO. Black Carrara. 2 3/4 x 4 inches. Gold trim. With LIFETIME Pen \$10.00.



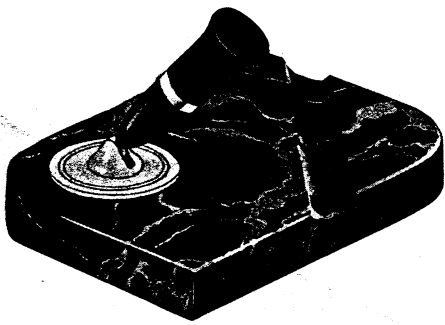
M208 EVSIF. Green Brazilian Onyx. 3 1/4 inches dia. Gold trim. With LIFETIME Pen \$10.00.



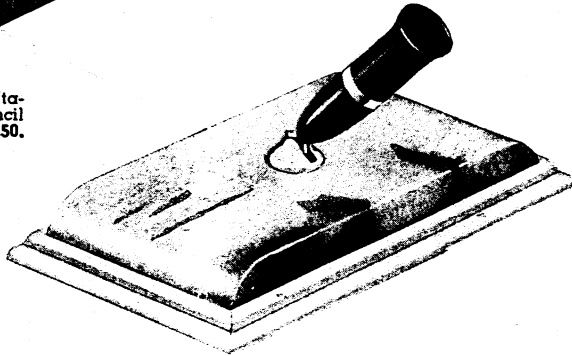
M198 GZORU. Black Carrara. 3 x 3 1/2 inches. Gold name plate. With LIFETIME Pen \$10.00.

All Desk Sets on this page also available with AUTOGRAPH LIFETIME Pens for facsimile signature engraving (see pages 3 and 21) at \$8.00 additional per Pen.

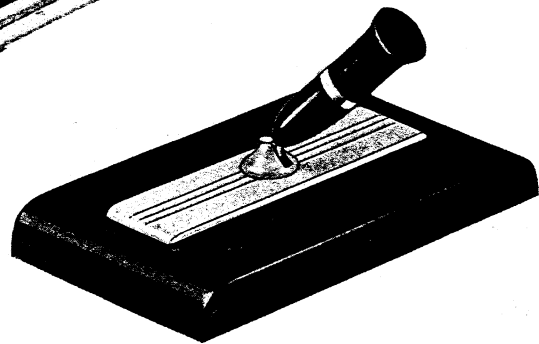
THE \$12.50 LINE



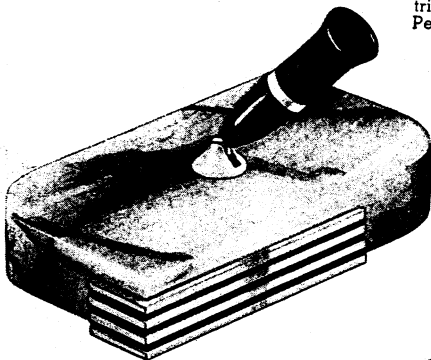
N218 PESFA. Black and gold Italian Marble. $3\frac{1}{2}$ x 5 inches. Pencil groove. With LIFETIME Pen \$12.50.



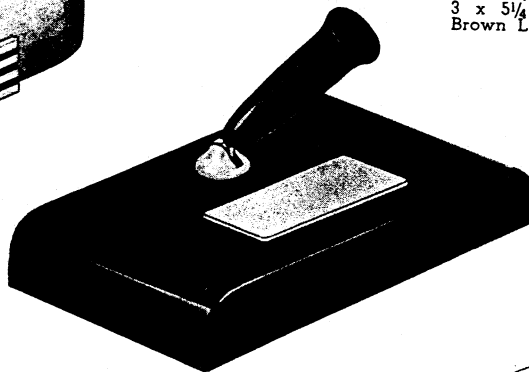
N148 GMOLU. Colored Pedrara Onyx. $3\frac{3}{8}$ x $5\frac{7}{8}$ inches. Gold trim. With Brown LIFETIME Pen \$12.50.



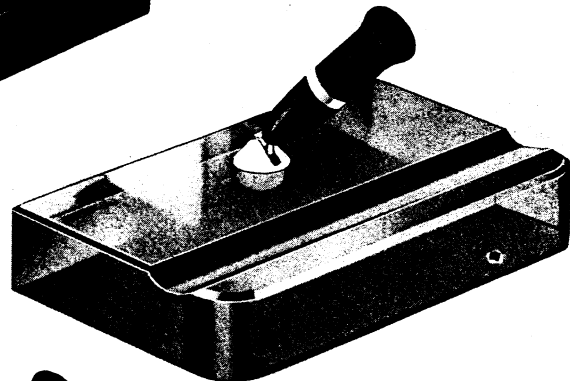
N208 PEJDY. Brown Spanish Onyx. 3 x $5\frac{1}{4}$ inches. Gold trim. With Brown LIFETIME Pen \$12.50.



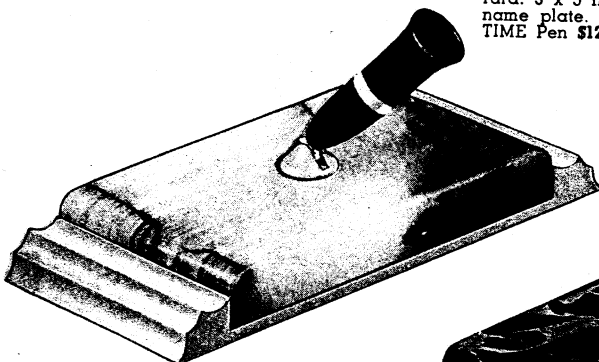
N158 GMUKA. Colored Pedrara Onyx. $3\frac{1}{4}$ x $5\frac{1}{4}$ inches. Bronze trim. With Brown LIFETIME Pen \$12.50.



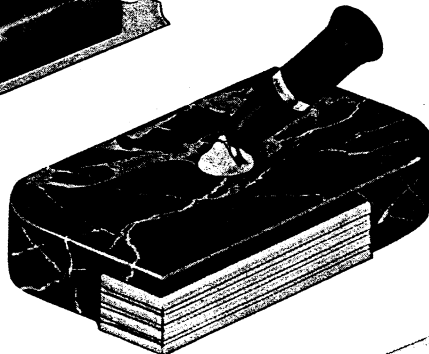
N118 GMAPE. Black Carrara. 3 x 5 inches. Gold name plate. With LIFETIME Pen \$12.50.



N198 PERDU. Gun Metal Mirror. Chromium trim. $3\frac{1}{4}$ x $5\frac{3}{8}$ inches. Pencil groove. With LIFETIME Pen \$12.50.

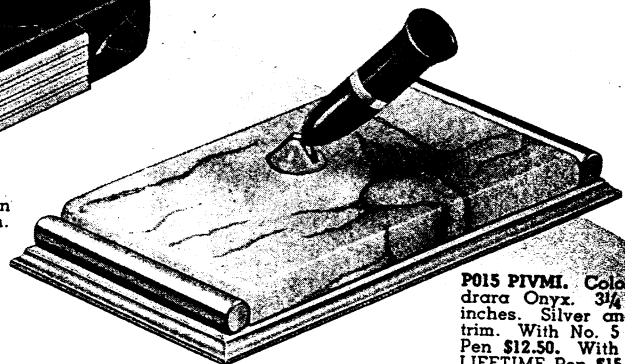


N228 CURCE. Colored Pedrara Onyx. $6\frac{1}{4}$ x $2\frac{3}{4}$ inches. Gold trim. With Brown LIFETIME Pen \$12.50.



N168 GNAHI. Black and gold Italian Marble. $3\frac{1}{4}$ x $5\frac{1}{4}$ inches. Gold trim. With LIFETIME Pen \$12.50.

N108 CABAF. Gold Mirror similar to N198. With LIFETIME Pen \$12.50.



P015 PIVMI. Colored Pedrara Onyx. $3\frac{1}{4}$ x $5\frac{1}{4}$ inches. Silver and gold trim. With No. 5 Brown LIFETIME Pen \$15.00.

The Desk Sets illustrated on this page with LIFETIME Pens are also available with AUTOGRAPH LIFETIME Pens for facsimile signature engraving (see pages 3 and 21) at \$8.00 additional per Pen.

THE \$15.00 LINE

R118 GRECO. (Below) Colored Pedrara Onyx. $5\frac{1}{4}$ x $6\frac{1}{4}$ inches. Pencil groove. With Brown LIFETIME Pen \$15.00.

R128 GRIDE. Black and gold Marble. With LIFETIME Pen \$15.00.

R188 PEZFY. Brown Spanish Onyx. With Brown LIFETIME Pen \$15.00.

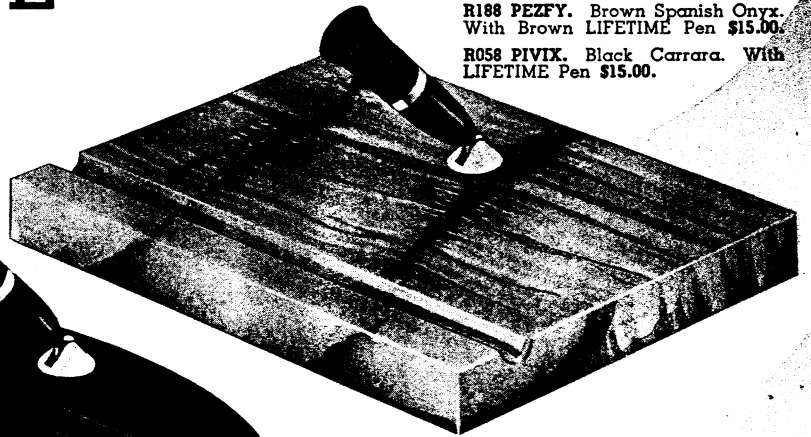
R058 PIVIX. Black Carrara. With LIFETIME Pen \$15.00.

R178 PEXFU. Black Carrara. Gold trim. $4\frac{1}{2}$ x 8 inches. Three pencil grooves. With LIFETIME Pen \$15.00.



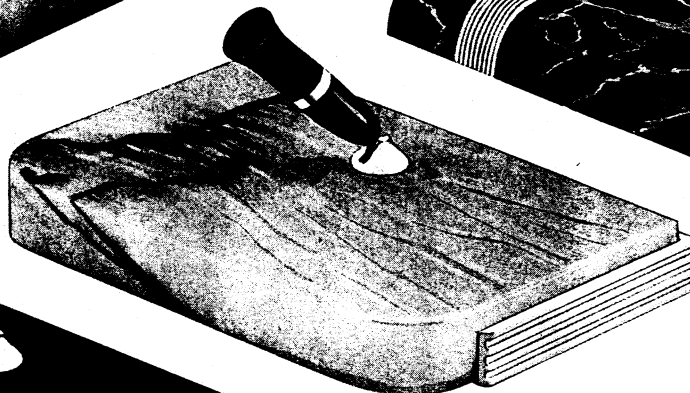
R208 PEVFI. Colored Pedrara Onyx. $3\frac{3}{4}$ x 7 inches. Calendar $2\frac{3}{8}$ x $3\frac{3}{8}$ inches. Gold trim. Attractive as picture frame. With Brown LIFETIME Pen \$15.00.

568 GIBUG. Calendar only \$3.50.



R108 GRABU. (Below) Black and gold Italian Marble. $3\frac{7}{8}$ x $6\frac{1}{4}$ inches. Gold trim. With LIFETIME Pen \$15.00.

R068 PIVOX. Colored Pedrara Onyx. Same as R108 except material. With Brown LIFETIME Pen \$15.00.



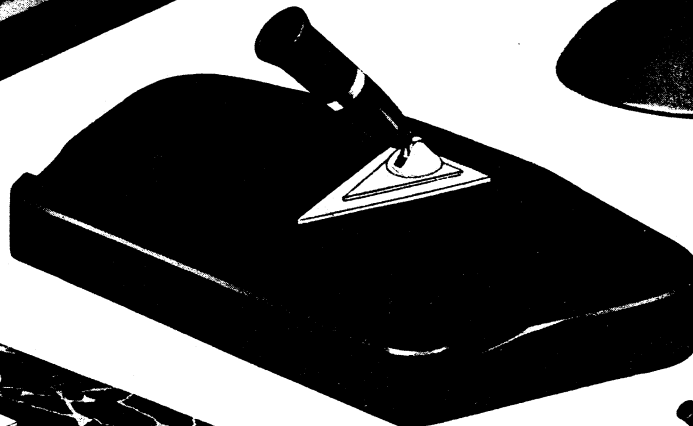
R198 PEBGA. Colored Pedrara Onyx. $4\frac{3}{8}$ x $6\frac{1}{4}$ inches. Gold trim. With Brown LIFETIME Pen \$15.00.

R215 PISUF. (Below) Bronze Lamp with gold trim. Base 6 inches dia. Height over all $16\frac{1}{2}$ inches. With No. 5 Brown Pen \$15.00. With Brown LIFETIME Pen \$17.50.



R168 PEWFO. Black Carrara. $4\frac{1}{2}$ x 7 inches. Gold pencil grooves. With LIFETIME Pen \$15.00.

R138 GROFI. Black and gold Italian Marble. Same as R168 except material. With LIFETIME Pen \$15.00.



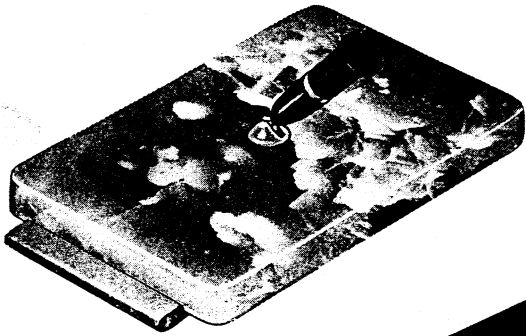
Q058 PETFE. Black Carrara. Gold trim. $4\frac{1}{2}$ x 8 inches. Pencil groove. With LIFETIME Pen \$17.50.



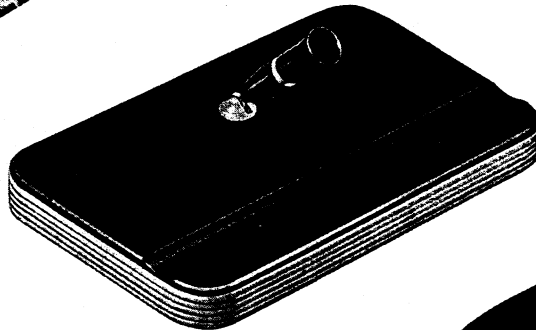
Q028 GPEZO. Black and gold Italian Marble. $4\frac{1}{2}$ x 7 inches. Pin scoop, gold name plate. With LIFETIME Pen \$17.50.

Desk Sets shown with LIFETIME Pen also available with AUTO-GRAPH LIFETIME Pens, for facsimile signature engraving (see pages 3 and 21) at \$8.00 additional per Pen.

SHEAFFER'S DELUXE



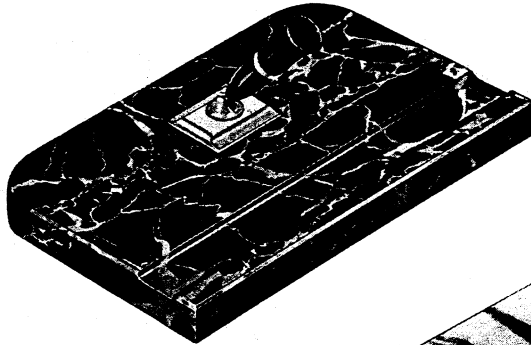
S218 PERGU. Green Brazilian Onyx. 4 1/2 x 7 1/4 inches. Gold trim. With LIFETIME Pen \$20.00.



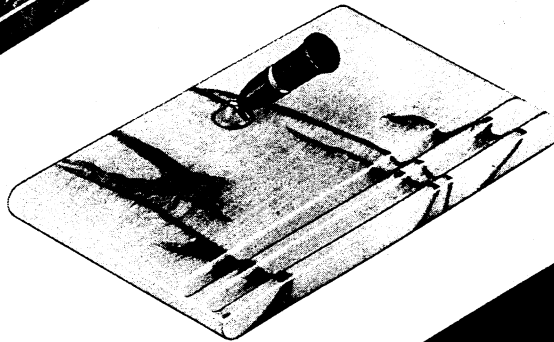
S128 GSEKI. Black Carrara. 5 x 8 inches. Gold trim. With LIFETIME Pen \$20.00.



S188 PECTE. Brown Spanish Onyx. 4 1/2 x 8 inches. Gold trim. With Brown LIFETIME Pen \$20.00.



S228 PEHGY. Black and gold Italian Marble. 5 x 8 inches. Gold trim. With LIFETIME Pen \$20.00.



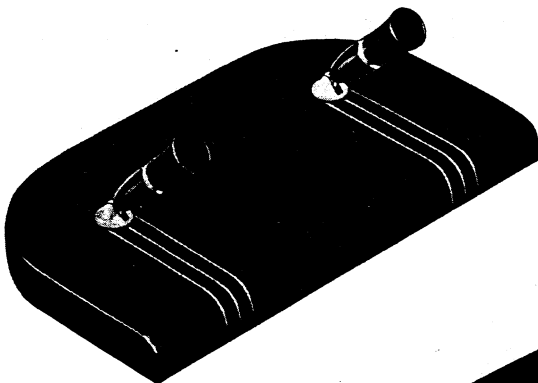
T087 GTERI. Same as S128 except double. With No. 5 Pen and SLD Pencil \$25.00.

S238 PEJHA. (At Left) Colored Pedrara Onyx. Gold trim. 5 x 8 inches. Two pencil grooves. With Brown LIFETIME Pen \$20.00.

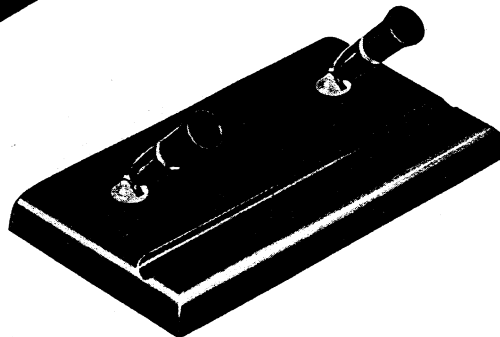


S068 PIXRA. Black Carrara. Gold name plate. 6 x 9 inches. Pin scoop. With LIFETIME Pen \$20.00.

S061 GOBER. Same as Desk Set above with AUTOGRAPH LIFETIME Pen \$28.00.



S206 PEFGO. Hand Tooled Maroon Leather. 5 x 9 inches. Gold trim. With two No. 5 Pens \$20.00. With two LIFETIME Pens \$25.00.



S199 PEDGI. Black Bakelite. Gold trim. 4 x 7 1/2 inches. Pencil groove. With two LIFETIME Pens \$20.00.



S139 GSLO. Black and gold Italian Marble. 3 3/4 x 7 inches. Gold trim. With two LIFETIME Pens \$20.00.

The Desk Sets illustrated on this page with LIFETIME Pens are also available with AUTOGRAPH LIFETIME Pens for facsimile signature engraving (see pages 3 and 21) at \$8.00 additional per Pen.

DRY-PROOF DESK SETS

T129 PEKHE. Black Carrara. 5 x 10 inches. Gold trim. With two LIFETIME Pens \$25.00.

T109 GTOTE. (Right) Colored Pedrara Onyx. Gold trim. 4 3/4 x 8 inches. Two pencil grooves. With two LIFETIME Pens \$25.00.

T099 GTISU. Black and gold Italian Marble. Same as T109 except material. With two LIFETIME Pens \$25.00.

V199 GXULL. (Left) Colored Pedrara Onyx. Gold trim. 7 1/4 x 10 1/4 inches. Pencil groove. With two LIFETIME Pens \$30.00.

138 PELHI. (Above) Green Brazilian Onyx. Gold trim. x 8 inches. Two pencil grooves. With LIFETIME Pens \$25.00.

T119 GFENA. (Left) Black Carrara. 6 1/2 x 9 1/2 inches. Gold trim. With two LIFETIME Pens \$25.00.

V239 PENHU. Brown Spanish Onyx. 5 x 10 inches. Gold trim. With two Brown LIFETIME Pens \$30.00.

V029 CABOL. Green Brazilian Onyx. Same as V239 except material. With two LIFETIME Pens \$30.00.

V319 CUKDI. Natural Bronze base with nickel silver bars. 4 1/2 x 11 1/2 inches. With two LIFETIME Pens \$30.00.

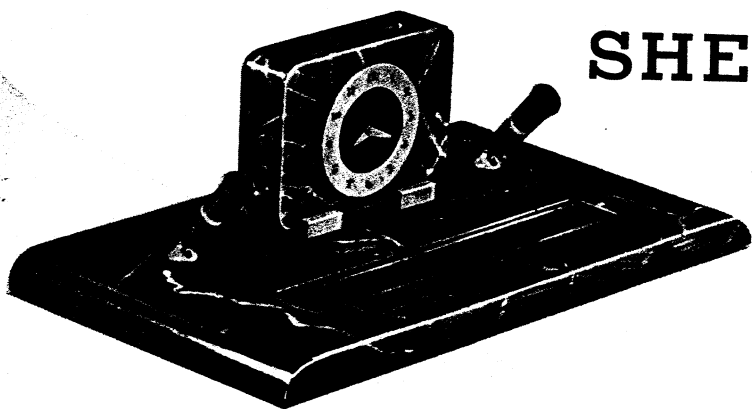
V169 GXADO. Black and gold Italian Marble. 5 3/8 x 9 3/4 inches. Gold trim. With two LIFETIME Pens \$30.00.

V179 GXIHA. Colored Pedrara Onyx. Same as V169 except material. With two LIFETIME Pens \$30.00.

T049 PITAB. Black Carrara. Pencil groove. 5 3/4 x 10 inches. Gold trim. With two LIFETIME Pens \$25.00.

All Desk Sets on this page also available with AUTOGRAPH LIFETIME Pen for facsimile signature engraving (see pages 3 and 21) at \$8.00 additional per Pen.

SHEAFFER'S DELUXE

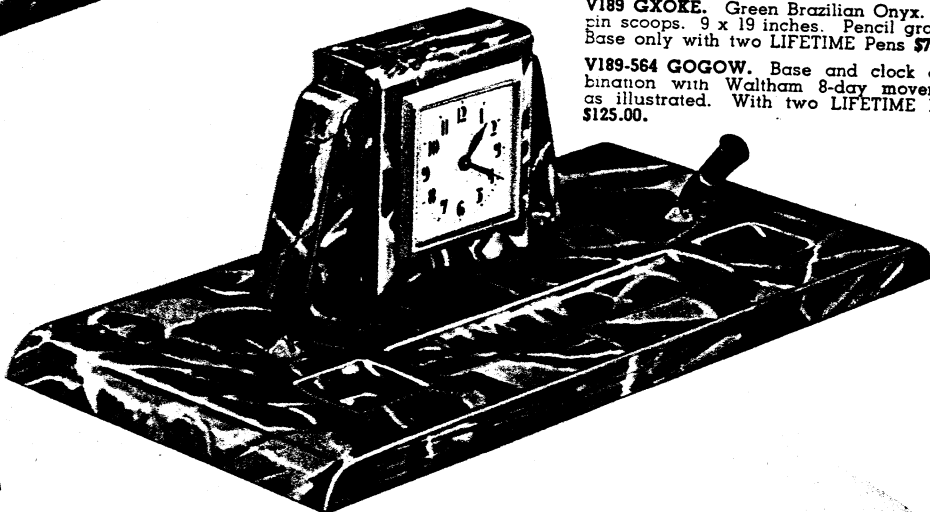


V289 PETJO. Brown Spanish Onyx. Pencil scoop. 8 x 14 inches. Base only with two Brown LIFETIME Pens \$50.00.

V289-569 IWZY. Base and clock combination with Seth Thomas 8-day movement. With two Brown LIFETIME Pens \$70.00.

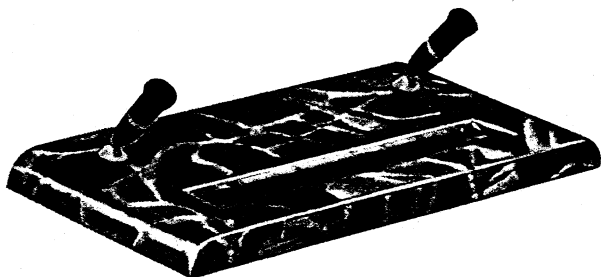
V299 PEVJU. Green Brazilian Onyx. Same as V289 except material. Base only with two LIFETIME Pens \$50.00.

V299-560 GIBEC. Base and clock combination with Seth Thomas 8-day movement. With two LIFETIME Pens \$70.00.

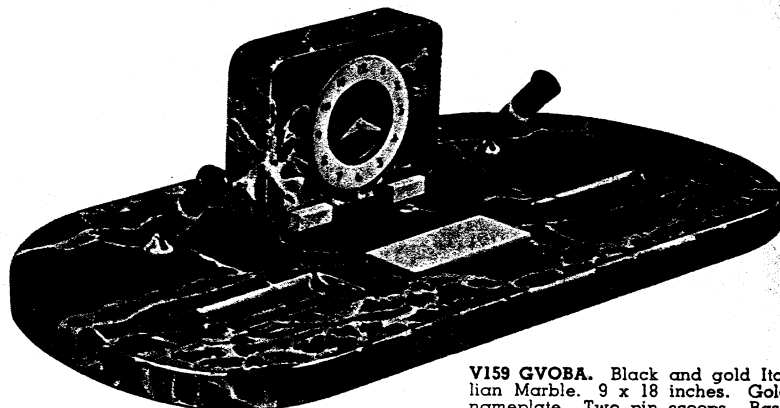


V189 GXOKE. Green Brazilian Onyx. Two pin scoops. 9 x 19 inches. Pencil groove. Base only with two LIFETIME Pens \$75.00.

V189-564 GOGOW. Base and clock combination with Waltham 8-day movement as illustrated. With two LIFETIME Pens \$125.00.

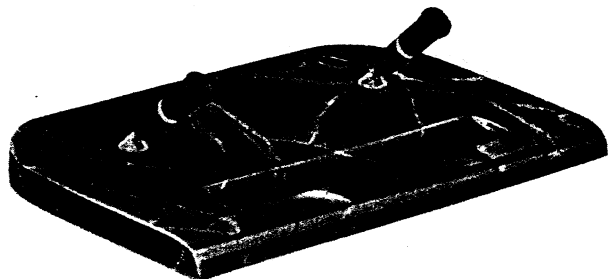


V279 PESJI. Green Brazilian Onyx. Gold trim. 6 x 12 inches. Pencil scoop. With two LIFETIME Pens \$40.00.

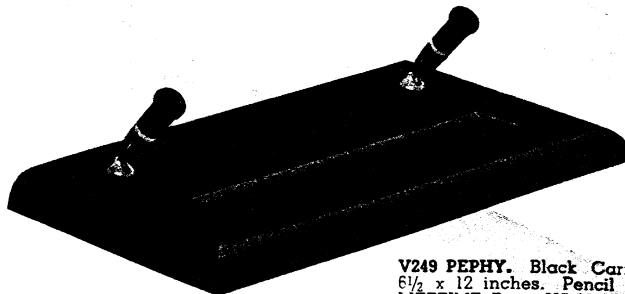


V159 GVOBA. Black and gold Italian Marble. 9 x 18 inches. Gold nameplate. Two pin scoops. Base only with two LIFETIME Pens \$50.00.

V159-559 GOLAZ. Base and clock combination with Seth Thomas 8-day movement as illustrated with two LIFETIME Pens \$67.50.



V259 PEBJA. Brown Spanish Onyx. Gold trim. 7 x 12 inches. Pencil scoop. With two Brown LIFETIME Pens \$35.00.



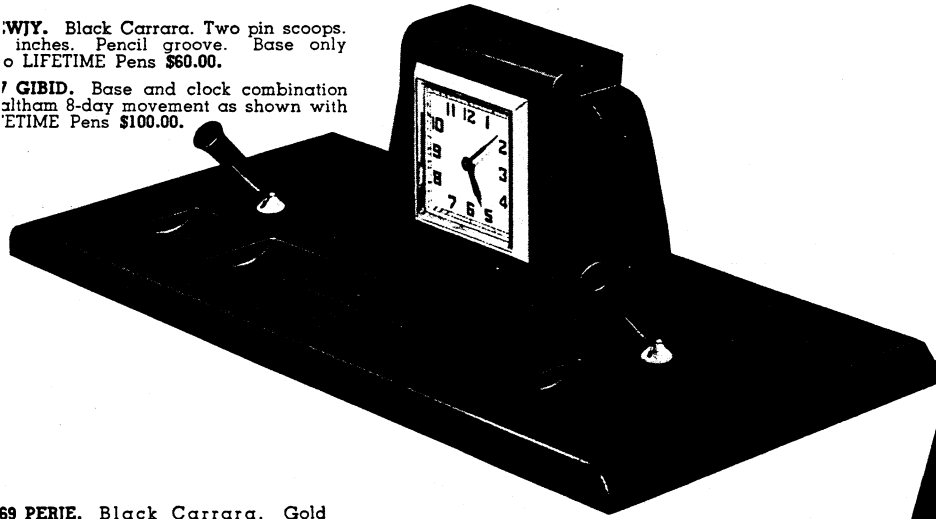
V249 PEPHY. Black Carrara. Gold trim. 6 1/2 x 12 inches. Pencil scoop. With two LIFETIME Pens \$35.00.

All Desk Sets on this page also available with AUTO-GRAPH LIFETIME Pens for facsimile signature engraving (see pages 3 and 21) at \$8.00 additional per Pen.

RY-PROOF DESK SETS

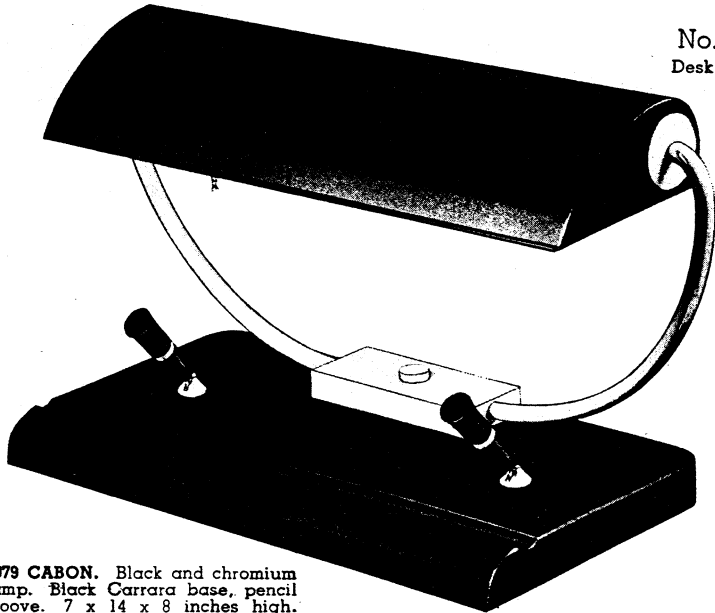
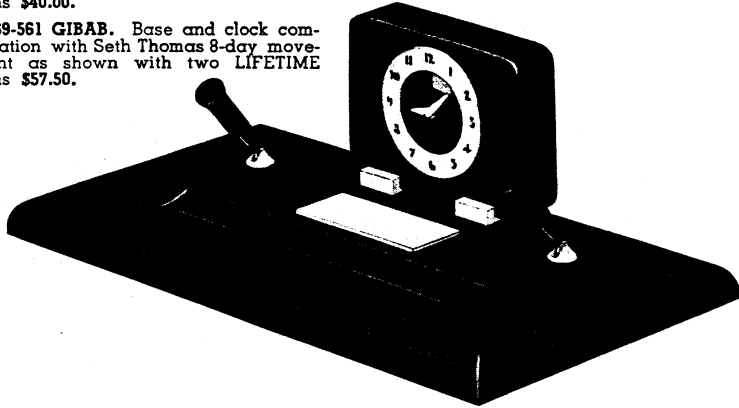
7WJY. Black Carrara. Two pin scoops. 1 1/2 inches. Pencil groove. Base only with two LIFETIME Pens \$60.00.

7 GIBID. Base and clock combination with Seth Thomas 8-day movement as shown with two LIFETIME Pens \$100.00.



69 PERJE. Black Carrara. Gold name plate. 8 x 14 inches. Pencil scoop. Base only with two LIFETIME Pens \$40.00.

69-561 GIBAB. Base and clock combination with Seth Thomas 8-day movement as shown with two LIFETIME Pens \$57.50.



V079 CABON. Black and chromium Lamp. Black Carrara base, pencil groove. 7 x 14 x 8 inches high. With two LIFETIME Pens \$50.00.

All Gold Trimmed Desk Sets shown with LIFETIME Pens also available with AUTOGRAPH LIFETIME Pens for facsimile signature engraving (see pages 3 and 21) at \$8.00 additional per Pen.

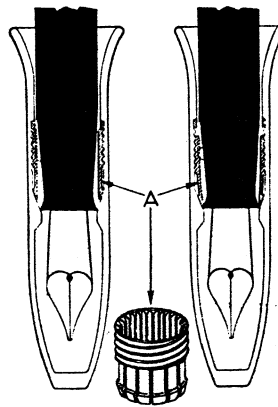
No. 75
Desk Pen

No. 74
Desk Pen

No. 5
Desk Pen

No. 3
Desk Pen

No. SLD
Pencil



Turning pen to the right forces fluted sleeve "A" into locking position, making airtight seal by firmly pressing pen against socket seat.

SHEAFFER'S Dry-Proof desk sets are supplied with one of four pens—(1) the AUTOGRAPH LIFETIME for facsimile engraving (see page 3), the No. 75 desk pen BALDA, (2) the LIFETIME No. 74 desk pen ZYUBL, (3) the No. 5 desk pen ZYUBS, and (4) the No. 3 desk pen ZYUBW. All desk set bases are shipped complete with pens, each of the proper color to match the base, but if it is necessary to order desk pens separately for replacement purposes, the price of the No. 75 desk pen is \$15.00, No. 74 desk pen \$8.00, No. 5 desk pen \$5.00 and the No. 3 desk pen \$3.00. SHEAFFER desk sets are also available with the black AUTOGRAPH desk pencil, the SLD5 desk pencil BADLA at \$13.50 or the SLD desk pencil ZYBUX \$5.00.

SAVE ABOUT

1/3

Skrip

THE SUCCESSOR TO INK



9 1/2 OZ.
50c

Recommend SKRIP, Successor-to-Ink, for all fountain pens and general use. It takes five gallons of fluid to make one gallon of SKRIP at much greater cost than ordinary writing fluid. By distillation, all chance of molding and sediment formation is eliminated and permanency is increased, making it the finest and most satisfactory writing fluid produced. SKRIP keeps both steel pens and fountain pens in better condition.

COLORS

There are two kinds of SKRIP, Permanent and Washable. Both types are plainly labeled. SKRIP in permanent colors for all business records comes in Blue-Black, Royal Blue, Jet Black and Red. SKRIP in washable colors for school and home (washes easily from clothing, linens, rugs, and furniture) comes in Black, Blue, Green, Purple and Brown.

Permanent Red SKRIP is the only permanent SEDIMENT-FREE red writing fluid produced. Point out to your customers that records of which one-half are permanent and the other half not, are not satisfactory. SKRIP will make them 100% permanent. It flows freely, dries quickly, spreads evenly and does not clog.

SKRIP is designed primarily for perfect writing satisfaction under all conditions. No property, however desirable, has been achieved at the expense of other properties equally desirable. It is a perfect combination of all the properties needed for COMPLETE writing satisfaction.

SKRIP in the large desk and family size SKRIP-WELL offers today's writing fluid bargain for home, school and office. This size saves over 30% by comparison with buying the 2-ounce size at 15c.

Stock and recommend this size to your customers.

SKRIP in the 2-ounce, 4-ounce and 9 1/2-ounce sizes is available in the greatest writing fluid bottle improvement of all times — the SKRIP-WELL. The SKRIP-WELL uses the last drop, makes fountain pen filling easier, eliminates the inkwell for steel pen dipping, and keeps fingers clean.



2 OZ. 15c



4 OZ. 25c



PINT



QUART



GALLON

LIST PRICES

2 oz. (All colors)	\$ 2.00 per doz.
4 oz. (All colors)	3.25 per doz.
9 1/2 oz. (All colors)	6.00 per doz.
Pints	9.00 per doz.
Pints (Red, Green and Purple).....	10.80 per doz.

Quarts	\$15.00 per doz.
Quarts (Red, Green and Purple).....	18.00 per doz.

Above prices are subject to trade discount to established retailers. For detailed information and shipping weights, suggested retail prices and gallon prices see back of enclosed order blank.

Skrip-Grip

SKRIP-GRIP Mucilage is particularly delightful to use. It has no unpleasant odor and paper fastened with it is really STUCK! The packages are a credit to any writing desk or office.



No. 21 Spreader-Top Emerald glass bottle. 10c Retail. \$16.00 Per gross.



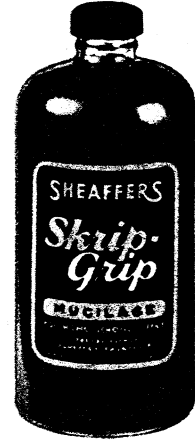
No. 41 Spreader-Top Emerald glass bottle. 25c Retail. \$3.25 Per doz.



No. 61 6-Ounce Office Jar. Interior brush and shield. 35c Retail. \$4.85 Per doz.



No. 71 Pint mucilage in glass bottle. 85c Retail. \$10.20 Per doz.



No. 81 Quart mucilage \$1.25 Retail. \$15.00 Per doz.

Sheaffer's School Paste is white, smooth, stainless — ideal for school use. Sticks tightly when spread thin. A favorite with school children. Slightly heavier than liquid paste.



No. 33 Small size paste complete with brush. 10c Retail. \$16.00 Per gross.

No. 35 Handy tube. 10c Retail. \$15.00 Per gross.

SKRIP-GRIP Liquid Paste resists drying out. Smart packages help sell it. The 35c Office Jar is ideal for desk use. The pint and quart sizes are squat in shape for desk use — large openings make contents easily accessible.



No. 63 6-Ounce Office Jar. Interior brush and shield. 35c Retail. \$4.85 Per doz.



No. 73 Pint Liquid Paste. 85c Retail. \$10.20 Per doz.

No. 83 Quart Liquid Paste. \$1.25 Retail. \$15.00 Per doz.

No. 93 Gallon Liquid Paste. \$4.50 Per gal.

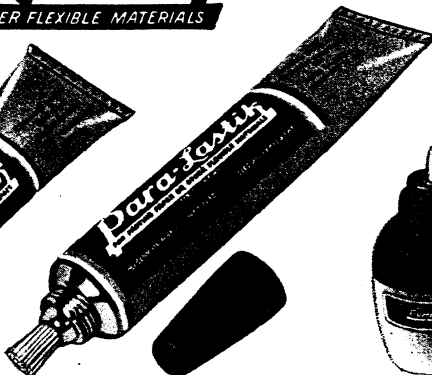
PARA-LASTIK is the NEW WAY TO PASTE. Pastes paper to anything—wood, leather, tile, glass, cloth. Sticks thinnest tissues WITHOUT CURL or WRINKLE. Non-inflammable, water-proof, transparent—and paper pasted with it may be removed, with care, later. Demonstrate the non-wrinkle feature, then show customers how any surplus squeezed out around edges of paper can be rubbed off cleanly with the finger tips.

Para-Lastik

FOR PASTING PAPER OR OTHER FLEXIBLE MATERIALS



No. 27 Regular tube. 15c Retail. \$2.00 Per doz.



No. 47 Tube with Ever-Moist Fountain Brush, as illustrated. 25c Retail. \$3.25 Per doz.



No. 77 Pint in crockery jug, brush and hollow cork, as illustrated. 85c Retail. \$10.20 Per doz.



No. 87 Quart in crockery jug, brush and hollow cork, as illustrated. \$1.25 Retail. \$15.00 Per doz.



No. 97 Gallon in crockery jug. \$4.50 Per gal.

TWO THINGS

GIVE A STORE ITS COMMUNITY POSITION

The attitude people have toward a store, the prestige it enjoys, determines its growth and profit. And TWO FACTORS decide that — the store itself, and the merchandise it features; a very commonplace store with famous names and solid values on its shelves, is in better position to profit and endure than a very rich-appearing one featuring unknown names and dubious values.

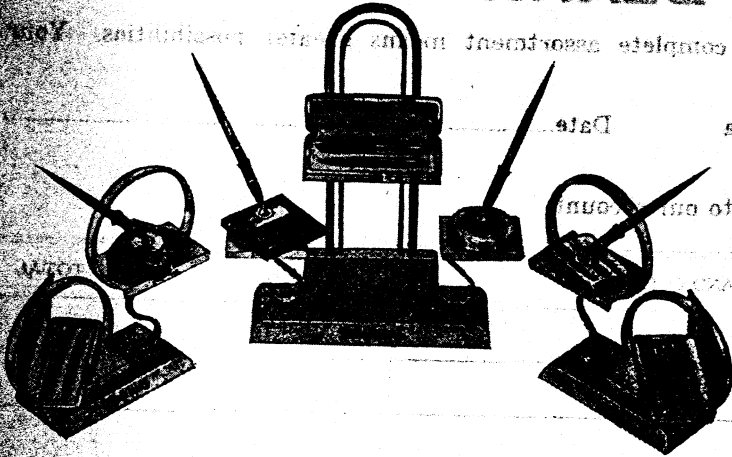
When you feature Sheaffer's, more than ten millions of dollars' worth of pen advertising concentrates on your pen counter, plus 25 years of sterling worth, plus ACCEPTANCE above all others in quality pens. W. A. SHEAFFER PEN COMPANY, Fort Madison, Iowa "Pen Capital of America."

DON'T BE MISLED!

ONLY SHEAFFER MAKES the GENUINE LIFETIME* PEN — IF THE PEN YOU BUY HASN'T A WHITE DOT, IT ISN'T A LIFETIME.

The LIFETIME GUARANTEE has been maintained by Sheaffer continuously for more than 17 years.

Sheaffer's New, Attractive LUCITE Display



Here's the RIGHT way to keep a permanent display of pens, pencils, erasers and desk sets. Modern LUCITE picks up light from all directions. Get it FREE with the following set assortment. Desk sets included are the most popular numbers.

() Send us LUCITE DISPLAY DEAL No. 7200D

1 Dozen "F" Line Desk Sets with Lifetime Pens—List \$16.00. \$6.00 each, Net

2-F108	1-F108	1-F218
1-F118	1-F188	1-F228
1-F018	1-F198	1-F238
1-F138	1-F208	

1 Complete Set LUCITE Displays

FREE

PEN-SKRIP PRICE LIST

	Per Doz.	Case	Wt.	Price
2 Oz. (All Colors)	2.00	3 Dozen	16½ lbs.	.15
4 Oz. (All Colors)	3.25	2 Dozen	17½ lbs.	.25
Half Pint (All Colors)	6.00	½ Dozen	13½ lbs.	.50
Pint (Perm. Blue, Black, Blue-Black, Wash. Blue, Black)	9.00	½ Dozen	13½ lbs.	.75
Pint (Perm. Red, Wash. Green and Purple)	10.80	½ Dozen	13½ lbs.	.90
Quart (Perm. Blue, Black, Blue-Black, Wash. Blue, Black)	15.00	¼ Dozen	23 lbs.	1.25
Quart (Perm. Red, Wash. Green and Purple)	18.00	¼ Dozen	23 lbs.	1.50
Gallon (Perm. Blue, Black, Blue-Black, Wash. Blue and Black)	4.80 Gal.	1 Jug	13½ lbs.	4.80 Gal.
6 Gallon Lot	4.50 Gal.	6 Jugs	85 lbs.	4.50 Gal.
Gallon (Perm. Red, Wash. Green and Purple)	5.50 Gal.	1 Jug	13½ lbs.	5.50 Gal.
6 Gallon Lot	5.00 Gal.	6 Jugs	85 lbs.	5.00 Gal.

YOU'LL PROFIT WITH SHEAFFER'S PENCIL ERASERS—CHECK YOUR STOCK

Following discounts prevail from 10c tube list (3 erasers in each tube)

Up to 3 gross	40%
3 gross to 9 gross	40-50%
9 gross to 15 gross	40-100%
15 gross or more	50%

Erasers, when purchased with Sheaffer Leads, will carry the same discount as the Sheaffer Leads.

SEND US () GROSS ERASERS

SHEAFFER LEAD DISCOUNTS

Less than 12 dozen	40%
1 Gross to 5 Gross	50%
5 Gross or more	50-100%

Send us () dozen Fineline Leads

Send us () dozen Regular Leads

NEW LOW PRICES ON ADHESIVES

To help you get the school opening and winter trade on adhesives, SKRIP-GRIP Liquid Paste and Mucilage now appear in 10c sizes. Such prices and such wonderful merchandise cannot fail to attract new business to your store. Feature them with good display and watch your sales increase!

10c SELLERS

	No.	Per Gross List
Sheaffer School Paste	No. 35	\$15.00
Sheaffer Skrip-Grip Liquid Paste	No. 33	16.00
Sheaffer Skrip-Grip Mucilage	No. 21	16.00

15c SELLERS

	No.	Per Dozen List
Sheaffer Para-Lastik	No. 27	2.00

25c SELLERS

Sheaffer Skrip-Grip Liquid Paste	No. 43	\$3.25
Sheaffer Skrip-Grip Mucilage	No. 41	3.25
Sheaffer Para-Lastik	No. 47	3.25

35c SELLERS

Sheaffer Skrip-Grip Liquid Paste	No. 63	\$4.85
Sheaffer Skrip-Grip Mucilage	No. 61	4.85

PINTS

Sheaffer Skrip-Grip Liquid Paste	No. 73	\$10.20
Sheaffer Skrip-Grip Mucilage	No. 71	10.20
Sheaffer Para-Lastik	No. 77	10.20

Suggested SKRIP Assortment

Order this assortment and have a well-rounded stock—Get the HIGHEST DISCOUNT and the FULL FREIGHT ALLOWANCE!

SEND US—

12 doz. 2 Oz. Skrip	\$24.00	1/3 doz. Pints	3.00
1 doz. Perm. Royal Blue		1/8 doz. Perm. Royal Blue	
1 doz. Perm. Blue-Black		1/8 doz. Perm. Blue-Black	
1 doz. Perm. Jet Black		1/3 doz. Quarts	5.00
1 doz. Wash. Blue		1/8 doz. Perm. Blue-Black	
1 doz. Wash. Black		1/8 doz. Perm. Royal Blue	
1 doz. Purple		1 doz. 9 1-2 Oz.	6.00
1 doz. Assorted Red and Green		1 doz. Assorted Perm. Royal Blue, Jet Black, Red and Blue-Black	
4 doz. 4 Oz. Skrip	13.00		
1 doz. Perm. Royal Blue			
1 doz. Perm. Jet Black			
1 doz. Perm. Blue-Black			
1 doz. Assorted Wash. Blue, Wash. Black, Purple, Red and Brown			

Less 50%